

Aug. 14, 1930

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLII, No. 8

NEW YORK, AUGUST 21, 1930



"And what had been
a pure delight
Gave room to sober,
serious thought"



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APER

SO HIGH HAD GROWN the standing of the Steinway piano, so glamourous its reputation, that people everywhere had come to consider it the instrument of the wealthy—as well as the Instrument of the Immortals. * * * The high prestige which seventy-five years of supremacy had created became a barrier to sales—a Frankenstein seeking the destruction of its maker. * * * To contradict this unfavorable belief, Steinway put the burden of reshaping public opinion on the shoulders of advertising. * * * In every announcement prices of instruments were given prominence, and the music lover was informed a modest down-payment would possess him of a Steinway and the balance could be spread over a period of time. * * * By dissipating the ghost of misunderstanding the Steinway piano is selling—to persons of even modest incomes—its fame unimpaired.

N. W. Ayer & Son, Incorporated

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE : PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON



"Standard"
reading in AGROPOLIS
has raised
the Standard of Living there

AMERICAN rural folks got the bug of discontent in their bonnets some years ago. The millions of prosperous inhabitants did something about it, for they had money in their jeans. And they still are doing something about it. And they still have money to spend.

Standard Farm Papers, the "newspapers" in two million up-to-date homes, are the standard of reading. And it was the advertising and articles in these papers that started the discontent which raised the standard in AGROPOLIS.

The bug of discontent is always buzzing in AGROPOLIS. People there are always keen to own new things and better things. You can reach these "discontented" folks best through Standard Farm Papers that constantly help raise the standard of living in AGROPOLIS.



*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

The Nebraska Farmer
Wallaces' Farmer and Iowa Homestead
Prairie Farmer
The Farmer-Farm, Stock & Home,
St. Paul

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist

The STANDARD FARM PAPER UNIT
One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, Daily News Building
SAN FRANCISCO—917 Hearst Building

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLII

NEW YORK, AUGUST 21, 1930

No. 8

How Quantity Discount Evils Are Hurting Business Today

If Manufacturers Are Going to Continue to Sell Their Goods on a Price Basis and Have Discount Systems so Responsive That They Can Meet Any Contingency, Why Be Bothered with Any System at All?

By G. A. Nichols

A CERTAIN candy manufacturer had been selling to one of the largest variety chains the major part of its merchandise requirements in his line—and the chain sells several train loads of candy a year. He was seeking to renew the contract for another year and, following the usual practice which provides that transactions of any size shall be arranged with principals only, went to the chain headquarters to see an official of the organization.

Here is the substance of a part of the conversation, as reported to me by a man formerly associated with the manufacturer—a man who would probably be with him yet if the manufacturer had remained in business.

The candy man: "I am ready to do business with you next year on the price you paid me this year. It's away too low; but, with your buying volume as large as it is, I think I can get by. At least I am willing to take a chance."

The chain official: "Well, let's see. How much is it going to cost you for chocolate to make the quantity of candy we shall need? And how much for sugar? Yes (after the figures were given), that's about right; you are doing a good piece of buying here, but of course you are entitled to such a price, using chocolate and sugar in such quantities. Now, then, what will be your maximum labor

cost in producing this candy for us? You see (after much more figuring and conversation) that it costs you blank per pound to make this candy for us; consequently I am in a position to offer you this price (naming it)."

The candy man: "Well, now, wait a minute. We haven't figured in the overhead here. How about my investment in my plant? How about depreciation and a lot of other things? If you figure all this in, I am selling this candy to you at a loss rather than the apparent profit that you are willing to concede."

The chain official: "Well, you sell to other people, don't you—to smaller chains, independent retailers and to some jobbers? You can make a price to them that will take care of your overhead, and thus come out with a moderate profit on the deal with us."

The candy man: "I can like hell! I'll quit business."

Out with a Whole Hide

And quit he did. He could not withstand the pressure of one price for this buyer and another price for that. Quantity discounts, rebates and various kinds of profit-sharing schemes had finally pushed him into a place where he decided to close his factory while his hide was yet whole.

This manufacturer's experience, which came because of the ever-

Aug. 21, 1930

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present competitive fight for sales which actually deprives manufacturers of the right of managing their own businesses, is a sensational instance of a condition which is becoming more and more common. The quantity discount—a legitimate and useful principle in itself—is being sadly abused. In other words, the instability of pricing systems has been such that many manufacturers have been forced into a corner. Ostensibly they have a certain discount schedule that applies to various classes of business; in reality they are out for volume at whatever cost; they depart from the base price whenever they are forced to do so, disfiguring this disagreeable action under the name of cash discounts of varying sizes, advertising allowances and so on.

And then, in an effort to come out even, they not only have to charge higher prices to others who are willing to pay them—as the chain official advised the candy man—but they sell their goods to almost anybody who will buy them, regardless of the alleged necessity of protecting their trade.

There is a manufacturer of work clothing, for example, whose effort for years has been along the lines of building up acceptance with the independent retailer. But competitive conditions have grown to be such that this manufacturer sells to chain-store systems, to independent retailers, to jobbers and to the retail mail-order houses. He has a system of quantity discounts, cash discounts and allowances that would almost baffle an expert accountant. This sort of thing cannot be kept under cover, and his trade is beginning to hammer him. "I'm in a devil of a fix," he admitted last week.

Abuses Growing More Serious

An investigation recently concluded for PRINTERS' INK, with special reference to the food products field, discloses the disconcerting fact that the abuses and misuses of the quantity discount system are getting more serious; they are growing rather than less-

sening. Manufacturers know this well enough and are willing to admit it privately. I have secured some surprisingly frank statements from leading producers; and the things they have said in confidence are the cause of the present discussion.

The trouble with the proposition of giving price discounts and other concessions, as revealed by these reactions, is that it too often affords a convenient method of cutting the life out of prices for competitive purposes. It supplies ways and means of getting the business—particularly opening orders—at almost any price at all; and still, in one sense, such a transaction cannot be called price-cutting.

Take the case of two highly competitive organizations making similar lines of food products. Perhaps it would be just as well not to mention here what their lines are, as otherwise (both have national distribution and are heavy advertisers) they could be readily identified.

The sales manager of one of these organizations, which is a merger of two widely known corporations, tells me that "our regular discount on our packaged goods according to our published list price is 12½ per cent."

The trade discount mentioned is given to all legitimate jobbers who are entitled to buy the product on a direct basis. But there is another class of jobbers who get an additional 3 per cent discount, and still another an additional 5 per cent. This company does not have any quantity discounts in relation to different prices which apply on invoices, the products being billed at the same figure regardless of whether they are in LCL shipments or carloads.

With the foregoing in mind, I approached the second of these strongly competing companies and was informed, in so many words, that "our jobber discount (which is also given the chains) is 17½ per cent."

"Isn't this higher than is usually offered in your line?" the sales manager was asked. "I thought

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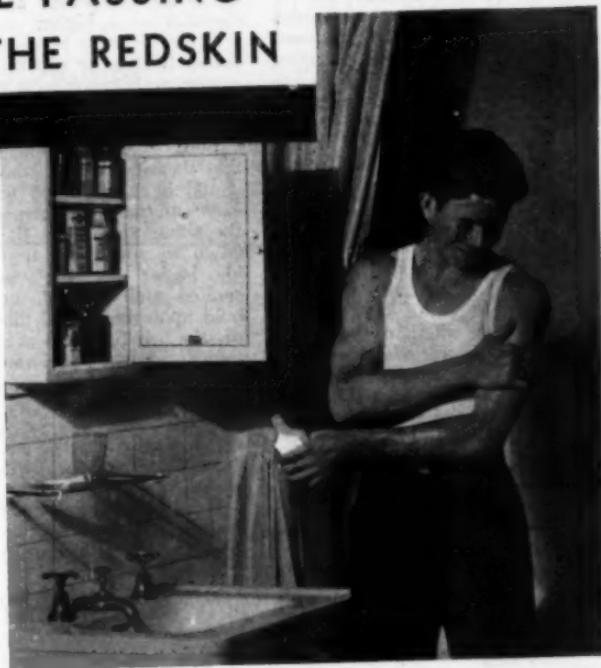
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THE PASSING OF THE REDSKIN



WILL the vogue for sun-tan last? Jack Barnes is not concerned greatly about it. He does know that in the course of his active outdoor life, he gets sunburned every year. He takes it as it comes—and knows what to do about it. By experience he has learned that this particular lotion hastens the passing of the blister, and the coming of the brown. He buys it and uses it.

Sunburn, 'skeeter bites, sprains,' cuts, contusions and lacerations—Jack knows his remedies like grandma used to know her sulphur and molasses. His influence on the family medicine chest is considerable, for his folks respect the first-aid knowledge he's picked up in the course of a strenuous career.

Whether it's medicine, food-stuffs, or general household equipment, you'll find this fellow influential in the family buying councils. His home feels continually the pressure of his urge to keep it up to the minute, in every way.

Over 700,000 like him read THE AMERICAN BOY. 85% are of high-school age or older. A potent buying influence now—much greater potential buyers in a few short years—they represent a market you can't afford to overlook. Advertise in their favorite magazine. October forms close August 10th.

The YOUTH'S COMPANION
American Boy Founded 1827
Detroit Michigan

12½ per cent was the starting figure."

"Oh," he replied, "I guess you have been talking to So and So (naming the sales manager of the first company). Yes, our regular figure is 12½ per cent, but we rarely have the privilege of using it, and neither do they. They are price-cutters par excellence and, I am sorry to say, we are just as bad. Competition between us has got to the point where both companies—when we are after new business, at any rate—sell at almost any figure that is short of a positive loss. We do try to bolster up our morale by the somewhat unctuous thought that our basic prices are the same to all, regardless of whether the quantity shipped is a carload or less. The thing is done, however, through the discount and allowance system, and of this there seems to be no end."

And then the sales manager related—or, more accurately speaking, confessed—a deal recently consummated by one of his district representatives in inducing a New England chain to stock its goods for the first time. First he offered the chain the jobber's discount, not the 12½ per cent set down in the rules, but 17½ per cent. As the negotiations progressed, the chain buyer was able to get an additional 9 per cent as an advertising allowance and another 2 per cent to be used as PM commissions for the clerks. Thus the chain was able to own the merchandise at a total discount of 28½ per cent, leaving only a shadow of a profit, if any, for the manufacturer.

Never Satisfied

The sales manager, having no other alternative in view of the competitive situation between the two companies, accepted the deal, but then he immediately began to hammer the district representative for a repeat order at a lower rate of discount. But did the representative get it? He did not. Notwithstanding the fact that the special price was made for introductory purposes, the chain in-

sisted on having the same, if not a better, figure on subsequent transactions. And if the company does not choose to give it the chain can go to the competitor and get that discount or a higher one. There is little to choose between the competing lines as to quality, and consumer acceptance to a rather exceptional degree has been established for each.

Both of these companies admit that the situation is ruinous. They would be glad to get together on some mutual arrangement to end the abuse and to get the discounts down to something near a sensible basis; but the chain trade, spoiled and coddled, now has a hold upon them much like the case of the candy manufacturer mentioned in the beginning. They have sold their merchandise so much on price instead of upon quality and consumer acceptance, which they could just as well have done, that now they are afraid to let go.

It is in the abuse, rather than the use, of the discount system—any kind of discount at all—that troubles without end are created. Flagrant instances of this are seen in the way that pernicious thing known as the advertising allowance is handled. Producers start out with the firm intention of making a differential on prices only in quantity lots. And then, before they know it, they are giving advertising allowances sometimes half as large as the quantity differential itself, or even larger.

One canner says he has quantity differentials which call for reduced prices on twenty-five case, fifty case and hundred case lots.

"The only other method of paying dealers for any particular service rendered," he says, "is that with certain accounts that are large enough and do newspaper advertising we will occasionally enter into a co-operative advertising arrangement."

Another food producer who sells exclusively to the chain-store and jobbing trade has a cash discount of 1 per cent, "although occasionally we have to meet some com-

(Continued on page 128)

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**Des Moines
Post Office Receipts
Show 10% GAIN**

FOR 12 out of the last 13 consecutive months the business of the Des Moines post office has shown a substantial increase.

Compared with a year ago, postal receipts for the first 7 months of 1930 registered a gain of 10%.

A good barometer of favorable business conditions in Des Moines and Iowa.

For larger sales in Iowa, the best prescription is an adequate advertising schedule in



The Des Moines Register and Tribune

More than 240,000 Daily

J. Walter Thompson Company

Through six strategically located offices in the United States and sixteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*

LOS ANGELES · *Petroleum Securities Building*

* *

MONTREAL · *Dominion Square Building*

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LONDON · *Bush House, Aldwych, W. C. 2*

PARIS · 12 Boulevard de la Madeleine

MADRID · *Plaza del Callao, 4*

STOCKHOLM · *Kungsgatan 39*

COPENHAGEN · *Axelborg*

BERLIN · *Unter den Linden 39*

ANTWERP · 115 Avenue de France

WARSAW · *Czackiego 17*

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ALEXANDRIA · 27 Rue Oberif Pacha

PORT ELIZABETH · *South Africa · Netherlands Bank Building*

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BUENOS AIRES · *Argentina · Avenida R. Saenz Pena, 636*

SAO PAULO · *Brazil · Praça Ramos Azevedo 16*

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BOMBAY · *India · Shaw Wallace Building, Ballard Estate*

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MELBOURNE · *Australia · 145 Collins Street*

SYDNEY · *Australia · Asbestos House, 65 York Street*

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LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

Mothers Laugh

At Least, Let's Hope They Do—When They Observe All the Fuss Over Children's Diet

By Warren M. Stanton

THE infant generation of America must be in a sad state of internal repair, to judge by the chorus of eloquent appeals now being directed to mothers by almost everyone with something to sell. "Appeal to mother," seems to be the first thought, if there is any possible way of dragging a child into the picture.

It doesn't matter what we have to sell. Bring in the kiddies—the dear little scalawags—and we'll go over big. If it's a food, we've got a splendid chance to put on a Hallowe'en mask and shout "Boo!" from a dark corner.

We'll tell mother about the Abyssinian scientist who has discovered that unless children have enough sugar of goat's milk in their diet, their blessed little toenails will all fall off—and they'll all be left-handed in the bargain, and probably grow up to be bookkeepers. Then describe our exclusive process of making sugar of goat's milk—tell how it's collected from good-natured goats, high in the pure Alpine sunlight. Show how it is refined in our model sunshine laboratory, and after having been bottled and sealed, it is officially approved by Dr. Aloysius X. O'Bannigan, the noted authority on putrefactive bacteria in Hungarian goulash.

When we've established this point, we must make it plain that we have a corner on sugar of goat's milk, and that it can be found only in our Korru-gated Kocoanut Krisps; and that if mother dares to feed her child any ordinary, malicious, deceiving imitation, she'll have to answer for



Courtesy Lambert Pharmacal Co.

"By and Large the Nation's Children Aren't All Living in the Constant Threat of the Grim Reaper"

the consequences herself. She can't say we didn't warn her.

Then, when our four-color pages begin to appear, all the mothers in America will run to the nearest grocery store, gasp out a frantic demand for Kocoanut Krisps—and the children will be saved, just in the nick of time.

That is, maybe they will. On the other hand, maybe they'll stifle a yawn and observe that here's another one of these Mammy songs being sung by another advertiser who hasn't done any figuring on the limited capacity of childish stomachs—who hasn't reflected that if mothers did just one-tenth of the things they're told to do, there wouldn't be a baby left in the land in a week's time. They'd all burst from over-stuffing.

Mothers have been doing a pretty fair job of bringing up kids for some odd millions of years. They're getting better at it all the time, with the help of education and intelligence. They've learned

Thorough Trading Area Coverage Through One Newspaper!

Ten Years of Record Growth for Milwaukee

THIRTEENTH city in America in size, seventh in total industrial payrolls and first in diversified industries, Milwaukee's progress since 1920 has resulted in a prosperous, responsive selling market. Here are true indications of progress:

- ... Milwaukee's population has increased 25.2% to a total of 572,324.
- ... Greater Milwaukee's population has increased 33.3% to a total of 716,342.
- ... Milwaukee has built 11,990 homes costing \$66,809,571.
- ... Built 599 apartments costing \$28,126,001.
- ... Built 251 office buildings costing \$9,619,281.
- ... Built 17 hotels costing \$7,966,000.
- ... Built 61 schools costing \$12,399,941.
- ... Installed 157,587 telephones—95.7% gain over 1920.

Sell this constantly growing market through the only paper that has kept pace with Milwaukee's progress . . . that offers thorough and economical coverage of Milwaukee-Wisconsin homes.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read by More than Four out of Five Milwaukee Families!

Aug. 21, 1930

a lot about sanitation and diet from people who know what they're talking about. And by and large, the nation's children aren't all living in the constant threat of the Grim Reaper. There are a lot of healthy kids who eat like wolves, get properly dirty, swallow chunks of coal and fall out of apple trees. And where there is an ailing youngster, there's usually a mother who is bright enough to call in a doctor for a look-see. If she isn't intelligent enough to do that, she hasn't sense enough to buy advertised products.

Here's the proper place for someone to rise and say that the emotional appeal is the greatest selling force—and that nothing gets so close to a mother's heart as chubby youngsters in a hearts-and-flowers setting.

That's all true enough. Mothers, and fathers too, quicken at the thought of anything that has to do with their children's welfare. But just holding the hands out in a Jolsonsque attitude and bleating "Mother!" isn't necessarily going to tug at the heart-strings.

And too many times all it amounts to is a great hullabaloo over practically nothing. A great whimpering of muted violins and sobbing of woodwinds—to introduce Mr. Whoozis' Spring Water.

If there are a dozen unimportant products fluttering their hands and begging mother to act before it is too late, what chance has the really beneficial article to get the attention it rightfully should have? Anything that can contribute to general child health ought to be pushed generously—helped as much as possible. And every far-fetched appeal to mother love cuts down the effectiveness of the legitimate appeals that every mother might well heed.

Unfortunately there's nothing that can be done about it. If the maker of Ashcart's Antiseptic Ashtrays begs the mothers of America to protect their darlings' health by keeping all dead cigarette butts under cover, that's his business. The fact that he is only being funny doesn't offset the damage he is doing to the fellows who are selling something worth while

for children's welfare. He's making it just that much harder for the advertiser who has a right to talk to mothers about protecting their children.

If we all fall to shouting "Mother!" in warning accents, mother will have to stop her ears against the din. And if mothers get to giggling over our hysterical fussing, it will be just too bad for a lot of good, honest products that mother ought to know about for the good of her youngsters.

Six Executives Buy

Underwood & Underwood

Control of Underwood & Underwood, photographers, has been sold to a group of six executives of that company. No change in management, operation or policies is contemplated. Bert and Elmer Underwood, who founded the business in 1882 and who retired from active business five and a half years ago, continuing to hold a financial interest in the business.

The executives purchasing control are Ben D. Jennings, president; C. T. Underwood, son of Elmer Underwood, vice-president and secretary; L. E. Rubel, vice-president and treasurer; Lejaren à Hiller and E. R. Underwood, son of Bert Underwood, vice-presidents; Morris D. Behrend, sales manager, and Leo G. Hessler, of the Washington studio. These executives have acquired the interest held in Underwood & Underwood by the Elliott Service Company.

Mr. Jennings has been president for the last year and, for five years previously, was vice-president and general manager. C. T. Underwood is in charge of the advertising illustration studios at New York and Chicago. E. R. Underwood is in charge of portrait work at New York. Mr. Rubel, who has headquarters at Washington, is in charge of all portrait work.

Lejaren à Hiller, who started in advertising illustration work in 1903, has been vice-president of the company for six years. Mr. Behrend has been with the company for about eleven years. Mr. Hessler, photographic artist in the Washington studio, has been with the company seven years.

Ludgin Agency to Direct Glue Industry Campaign

The National Association of Glue Manufacturers, New York, has appointed Earle Ludgin, Inc., Chicago advertising agency, to direct its national advertising campaign, which will begin in September.

New Account to Redfield-Coupe

Walter Janvier, Inc., New York, has appointed Redfield-Coupe, Inc., advertising agency of that city, to direct the advertising of its Kellogg's castor oil. Magazines are being used.

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**of Michigan's Total Wealth
Is In The Detroit Area**

*And in This Area The News
Has 74,000 More Circulation
Than Any Other Detroit Newspaper*

ANALYZING the Detroit market as a potential selling area there are two significant facts to jot down on your mental memo pad: First—49% or almost half of the taxable wealth of the great State of Michigan resides in this area. Second—The Detroit News has 74,000 more circulation in this same area than any other newspaper. Furthermore in Detroit, proper, use of The News weekday and Sunday permits you to reach 4 out of 5 homes. This combination of potential buying power plus uniquely thorough home coverage is a rare one. We urge you to investigate its possibilities.

*Use The News Weekdays and Sunday
And Reach 4 out of 5 Detroit Homes*

The Detroit News

THE HOME NEWSPAPER

Member 100,000 Group of American Cities

New York Office: I. A. KLEIN, Inc.

Chicago Office: J. E. LUTZ

Aug. 21, 1930

Aug. 21,

AS TYPICAL OF



● A Daily News Representative at any of the offices listed below will be glad to call and tell the rest of the Midweek story of Color . . . Economy . . . Results.

ADVERTISING REPRESENTATIVES:

CHICAGO

Home Office
Daily News Plaza
Tel. Dearborn 1111

NEW YORK

John B. Woodward, Inc.
110 E. 42d St.
Tel. Ashland 2770

DETROIT

Joseph R. Scialo
3-241 General Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO

C. Geo. Krogness
303 Crocker, 1st. Nat'l Bank
Bldg. Tel. Dougins 7802

ATLANTA

A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8802

MEMBER OF THE
100,000 GROUP
OF AMERICAN
CITIES

O CHICAGO . . .

... as the city itself, Midweek presents a weekly panorama of the color, force and action of this lively, ever-interesting metropolis. The majority of Midweek authors are Chicagoans. The locale of their stories is Chicago. The viewpoint and attitude of Midweek's content is Chicagoesque. Close to the city's real heart, Midweek is interesting reading for the Chicago family . . . an ideal medium for the merchandiser with a sales story addressed to the Chicago family.

MIDWEEK

Wednesday Every Week with

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

Aug. 21, 1930

**Don't sell
Detroit short.
Opportunity to
realize profit
and achieve
leadership in
the country's fastest
growing city
was never as
ripe as today.
The Detroit Times
delivers to you
the young, virile,
progressive element
in Detroit.**

"THE TREND IS TO THE TIMES"

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

Keep Your Eye on the Dog

Soon the Old Mother Hubbards Will Wire to Fill Cupboards

By Roy Dickinson

PRIMARY essentials are bound to shape the course of future events.

As a nation we are temperamental.

It is doubtful if this country will ever attain normalcy—nor like it if it were obtainable.

A clear, calm look at the needs and wants of 125,000,000 people makes plain the fact that Old Mother Hubbards of merchandising will soon be wiring, not writing, for more merchandise.

Lacking a solid balance, plunging from the high hills of boundless optimism to the black valleys of just as much pessimism, retailers buy not at all for a while, then wire for merchandise for immediate delivery. It was done this way in our previous doldrums; it will help sail us out again.

And at the risk of boosting Western Union and Postal business, perhaps it is a good thing.

A wire looks most important when it is an order for merchandise. It steams men up. The manufacturers who receive wires start to order for their own needs, using wires themselves. When orders "for immediate shipment" come in, everybody from the president to the office boy feels better—things start moving.

So I repeat: primary essentials are bound to shape the course of future events.

One primary essential is that in most lines stocks on retailers' shelves are low, a fact, as readers of this series of articles know, which has been testified to by manufacturers, their salesmen, consumers who have tried to buy and also by department store heads themselves. It is also clearly indicated by the chart which appears on page 19 and which offers information of startlingly interesting and encouraging nature.

Another essential is the fact that the purchasing power of those millions of wage earners still em-

ployed buys more than it did, and leaders of industry have executed an about-face during the last ten years on the old doctrine that the wages of those still working in bad times should be cut.

A third essential, based on past performance, is that people, after the hot summer weather, start buying. School is to start. Johnny needs new shoes, Mary a new dress. As long as there is a dollar in the roll, mother is going to buy.

So the Old Mother Hubbards who keep their eye on the dog, must soon start wiring for merchandise.

There is nothing derogatory in my characterization of the great American consumer as the "dog," in the Old Mother Hubbard sense. Long have the citizens of proud cities had to accept the appellation in the theatrical manager's argot. The dog comes to the cupboard. He has always been most hungry for bones in the fall. Several other depressions have developed the habit of turning with tremendous speed on or about August 24. Look back into your industrial history of this country and the fact stands out.

There is a reason in the seasonal fall upturn in business which, after a severe depression, gives the country a real start on the long climb back. The would-be consumer of Old Mother Hubbard's merchandise is hungry, trying to buy. Some bone-vendors, or bone-headed ones, are still making it most difficult for him. Always the best way to look forward has been to study closely the way past troubles have been met and overcome.

In a child's book with as much good business philosophy in it as has "Alice in Wonderland," and that is saying a lot, you will find the following passage. It is from "Water Babies," by Charles Kingsley, and quoted in "Red Snow," the new, sensational novel by F. Wright Moxley:

Aug. 21, 1930

"Look backward," cried Tom, "then I shall not be able to see my way!" On the contrary, if you look forward you will not see a step before you, and be certain to go wrong. But if you look behind and watch carefully whatever you have passed, and especially keep your eye on the dog, who goes by instinct, and therefore, can't go wrong, then you will know what is coming next, as plainly as if you saw it in a looking glass."

That, I maintain, is a pat and germane quotation with an abundance of common sense enclosed in its childish paradox.

Keep your eye on the dog, who goes by instinct, if you want to know what is coming next. That is much different from attempting to peer into the fog of the future, for if we watch carefully what has passed we know that the dog's instinct has always been to come back for more and better bones in the fall of the year. If cupboards are bare then there will be a real bone rush.

Consumers are still writing in to tell me their harrowing experiences even now in trying to buy men's underwear, neckties, all sorts of things.

Before me is a letter from a man who describes how a clerk reached all over the shelves for boxes, couldn't find the right color—which was white—in the right size—which was a normal one. Then he tells how the clerk confided in him that a big bunch of orders for new merchandise was being held up by the boss until he worked off all his present stock and that new orders were going out for more the last week in August. This store was one of a big chain in the men's wear field.

Here is another letter before me, one of many received from mothers who have been shopping for the kids, the advance guard of a multitude who will be standing in front of retail counters just after Labor Day:

"I have been following with interest your various articles in PRINTERS' INK on bare shelves and inadequate stocks in our retail stores and can't help adding my tale of woe to your already long list of consumer outrages.

"Being a business woman, time

is precious, and this made my comedy of errors all the more poignant—since a precious Saturday half holiday was completely consumed—and all for the simple reason that the time had come when my husband and son simply had to have some summer clothes.

"The store is situated in Utica, New York—a city of over 100,000 population, and the store in question has always been considered the best and most reputable men's furnishings store in Utica.

"First, we attack the men's furnishings department—on the main floor—and first we want some plain white soft shirts—collars attached—you know, the kind that are almost a uniform they are worn so much—and we wanted to pay our regular price of \$2.50 or \$3. To be sure, the husband wears a size 16—large, but certainly not an 'out' size.

"All they had to offer were some cheap shirts in horrible colors and material for \$1.50, I believe. No doings, we wanted better shirts. All right, here were some at \$5. Anything in between? (Mentioning again our price of \$2.50 to \$3.) No, sorry. No shirts purchased, and we were about to buy four of them. Next some underwear, plain white drawers and plain white rayon shirts. Drawers, 38-inch waist—sorry, no 38-inch—36-inch or 40-inch, to be sure, but no 38-inch. All right, take the 40-inch and I will put some tucks in the waistband.

"Shirts, size 42. Sorry, but we have 40 and 44 but no 42. Well, I guess the 44 won't be so bad. Next, six pairs of plain, light weight black silk hose, size 11½. Right here, and he pulls out a drawer and discloses one lonely pair of very heavy and clumsy silk hose. Is that all you have? Sorry, but it is. No stockings purchased.

"My husband was cowed, so I went on up to the boys' department alone. I asked for two pairs of khaki and two pairs of linen shorts, size 14. Not in that size, madame. size 10 is our largest—and right here I want to interject the thought that I am thoroughly disgusted and discouraged at the way the sizes in boys' clothing run. My son is nine

and a half years old. Sturdy and well set up, to be sure, but not overweight nor over height for his age, but to get sizes to fit him I must have a size 14, and consequently, it is next to the impossible to get clothes appropriate for his age in a size that will fit him. Could I afford to buy De Pinna clothes for him, their size 10 would fit him perfectly. I know, because I have had some of their clothes passed on to me by richer and more fortunate friends.

I ventured a remark to the effect that more and more boys were wearing shorts in the summer, even older boys, and that I thought the size 10 the manufacturers were putting out in boys' clothing was ridiculous, but the saleslady was vague and certainly not helpful.

"I managed to lay in a supply of blouses, limited in choice only by some terrible colors and materials in the pile.

"Then I wanted some underwear for my son. I was willing to pay \$1 to \$1.25 for good material and smooth seams. Sorry, but the only line they carried was 75 cents and correspondingly, sleazy material and rough seams.

"With a mental shriek I threw up my hands and left the store.

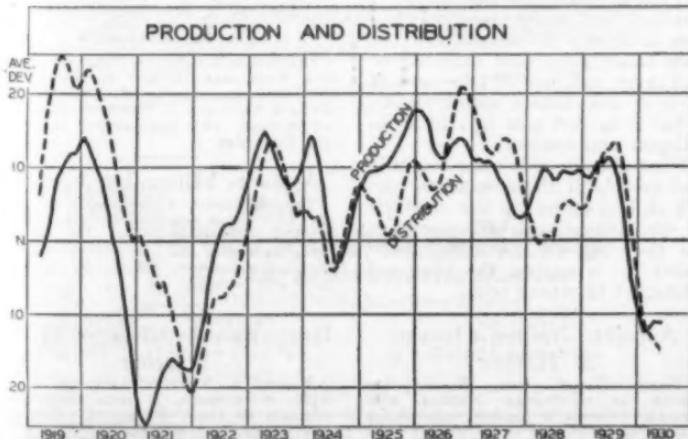
"The next day, or rather the next Saturday afternoon, I went to Syracuse and found—not without some difficulty—the things I needed.

"Now I'm mad, and I won't buy a thing until the clothes drop off our backs."

These individual instances, and I have received scores of letters and phone calls on the subject, bear out the findings of the following chart. Also this chart gives us a chance to follow the advice quoted before and "watch carefully the way we have passed" years ago. It is based on trade volume indexes constructed by Carl Snyder, statistician of the Federal Reserve Bank of New York, and is reproduced through the courtesy of "The Business Bulletin" of the Cleveland Trust Company. The heavy line shows monthly fluctuations in productive activity in America during the last twelve years. One index line has been made for forty-three different series of records.

The dash line is a combination of ten series for wholesale distribution and seven for retail distribution to consumers. Both lines have been adjusted and smoothed because in percentage, production changes in times of prosperity and depression are greater than those of distribution.

The diagram illustrates how we have worked out of depression in the past and when. When the two lines crossed in the depression of 1921, it marked the early stages of real business recovery. The rather tardy crossing in the short depression of 1924 came after recovery



Aug. 21, 1930

Aug. 21

was under way. In the mild depression of 1927, the crossing of the lines coincided with the upturn in business.

Now look at 1930. The two lines have definitely crossed, production has gone up a little, distribution has continued its decline. The movements of both lines have been strikingly similar to those they made during the previous inevitable recoveries from business depressions of the past. Their recent crossing is a fact of real significance and of constructive importance. It is high time for orders to be sent.

Inventories are also low in some manufacturing plants so that the charge of Old Mother Hubbard merchandising made by manufacturers against retailers, can be made with equal justice by those manufacturers whose main market is found in other industries.

I clipped the other day from the Dow-Jones news ticker this item: "Any improvement in automobile buying should be translated immediately into increased demand for raw materials and parts. Raw material inventories in proportion to output, are lowest in history of industry. In fact, except for current needs, the shelves of motor car manufacturers are almost bare."

So Old Mother Hubbard is doing her stuff in some manufacturing plants also, and the stage is all set for a really virtuous circle if retailers and manufacturers will now anticipate the logical fall upturn based upon past experiences, and order sufficient to take care of present and future requirements. What is needed now is a little intelligent anticipation.

That attitude will come logically and quickly if those retailers who are still clogging up the channels of distribution will keep their eye on the dog—the consumer who didn't go wrong in the past and who can't be wrong now.

Appoints Nelson, Duncan & Harlow

Temple Tours, Inc., Boston, has placed its advertising account with Nelson, Duncan & Harlow, advertising agency of that city.

W. L. Glenzing with New "Civil Engineering"

W. L. Glenzing has been appointed advertising manager of *Civil Engineering*, a new magazine to be published by the American Society of Civil Engineers, New York. He was formerly with *Review of Reviews*, covering Philadelphia and Southern territory, and, at one time, was advertising manager of the National Aniline & Chemical Company.

Civil Engineering will start publication with an October issue. It will be published monthly and will have a type-page size of seven by ten inches. Its editorial content will be devoted to technical articles written by civil engineers, activities of the American Society of Civil Engineers and news of the industry.

K. D. Lozier and H. O. Nadler with Newcomb

Kenneth D. Lozier, formerly sales manager of the McGraw-Hill Press, a division of the McGraw-Hill Publishing Company, Inc., and Harold O. Nadler, also formerly with the McGraw-Hill Press, as an account executive, are now with James F. Newcomb & Company, Inc., New York. Mr. Lozier has been appointed manager of the industrial division of the Newcomb company and Mr. Nadler an account executive.

K. L. Kennedy, Advertising Manager, "Capper's"

Karl L. Kennedy has been appointed advertising manager of *Capper's*, Topeka, Kans. He was formerly with the advertising staff of the Kansas City *Star*, Houston *Press* and the Houston *Post-Dispatch*. At the time of his appointment by the Capper Publications, he was a member of the advertising staff of the Topeka *Daily Capital*.

Devoe & Raynolds with H. K. McCann

The Devoe & Raynolds Company, Inc., New York, manufacturer of paints and varnishes, has appointed The H. K. McCann Company to direct its advertising account. This appointment is effective November 1.

Appoints Milwaukee Agency

The Willanart Enterprises, Milwaukee, advertising novelties, have appointed Klau-Van Pietersom-Dunlap, Inc., advertising agency of that city, to direct their advertising account. Mail-order publications will be used.

Haas, Baruch Advances M. L. Starcher

Michael L. Starcher, formerly in the traffic department, is now advertising manager of Haas, Baruch & Company, Los Angeles, wholesalers and importers.

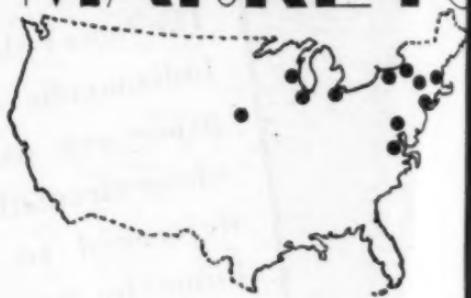


**The
INDIANAPOLIS NEWS**
(The Indianapolis Radius)

DON BRIDGE, Advertising Director
New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

ELEVEN MARKETS



Eleven great urban markets — one source of information. So the Boone Man becomes a service to you which may be measured in time as well as helpfulness. One organization — six offices — eleven markets covered.

And then, because the Boone Man discusses situations in his markets with an open mind and an appreciation of

NEWSPAPER ADVERTISING

your problems, you'll want to see him as often as the question of selling goods in his cities arises.

He represents not only eleven evening and seven Sunday papers, but more important to himself and to you he represents an index to your opportunity in his markets.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO

Hearst Bldg.

NEW YORK CITY

International Magazine Bldg.
57th Street at 8th Avenue

DETROIT

General Motors Bldg.

BOSTON

5 Winthrop Square

PHILADELPHIA

Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.

Temple Bldg.

New York Journal

Boston American

Albany Times-Union

Rochester Journal

Syracuse Journal

Evening

Chicago American

Detroit Times

Baltimore News

Washington Times

Omaha Bee-News

Wisconsin News (Milwaukee)

Sunday

Detroit Times

Baltimore American

Syracuse American

Omaha Bee-News

SIMPLY BASED ON SERVICE

DURING the month of July, The Free Press was the only Detroit newspaper to show a gain in local retail display advertising over July 1929, according to Media Records, Inc.

ALL of which is a fair indication that local merchants are *doing business* with the buying folks who read this newspaper daily and Sunday.

OTHERWISE,
otherwise.

AFTER all, the party with the cash today is king—

and queen. Ten buyers who can *heed* an advertising appeal are worth a hundred who only *read* it, because they have nothing else to do.

FREE PRESS circulation in the Detroit market is a *true buying circulation*—costing less to cover—producing more per dollar invested in it.

The Detroit Free Press

VERREE &
National

New York

Chicago

CONKLIN, INC.
Representatives

Detroit

San Francisco



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What Position for the Coupon?

Place It Where It Best Fits into the Layout and Wording

By E. T. Gundlach

President, Gundlach Advertising Company

ON a full page, what are the relative values of various positions for a coupon? This question is submitted to me by PRINTERS' INK.

The answer: Subject to a few extremely limited qualifications, there is no recognizable* superiority of one position on the page as such over any other.

This answer is based not on opinion, but on a count of at least twenty million coupons of which perhaps eight to ten million came on full-page copy. On several types of experiments, my own answer has been confirmed in conversation with other agents who are heavy users of coupon copy.

* * *

First, as to the difference between the outside edge of the page and the inside: For years, in order to get the coupon always on the outside edge, we prepared left-hand and right-hand page electrotypes for literally hundreds of different page advertisements. At that time I took it for granted that the coupon must pull better if on the outside edge. I even rewrote right-hand page copy carefully so as to have the wording lead to a left-hand coupon for back pages.

But as early as 1908 or 1909 a man, at that time our space buyer, whenever he had permitted a left-hand coupon to slip in on a right-hand page, began to insist that it made "little," later he said "no," difference. I claimed it must; and mathematically speaking I still say

it must. For several years we therefore continued the method of preparing two kinds of electrotypes, even telling publishers to wire us where position was not guaranteed so we could surely have the necessary right-hand or left-hand page electrotype.

However, after a few more years the figures forced me to admit that whatever difference there might be was so extremely small that not the slightest case could be made out in favor of the outside edge; surely not enough to warrant the cost of special electrotype patterns.

There may be one qualification: We have checked isolated cases of second and third covers on side-stitched magazines where it seemed repeatedly that an inside position of the coupon slightly but never conspicuously injured the pulling power. But since several factors always enter into every comparative count, even this qualification because of the limited number of cases is subject to doubt.

* * *

Second, one coupon backing up against another on the other side of the sheet. Publishers are constantly nagged about this. Yet there has never been in all my experience a single case where the figures showed a recognizable detriment; and the cases of coupons on back pages backing up against coupons on third covers have been sufficiently numerous so that this statement may be made with assurance.

You may also figure this out *a priori*: Take a page advertisement, let us say on a household specialty, in a magazine at \$8,000 for a 3,000,000 circulation. Assume that this advertisement pulls 8,000 replies and that every one of these inquirers uses the coupon, and that every one of them tore it out before anyone ever saw the advertisement on the opposite side which,

*A "recognizable" distinction means that a count of coupons has shown on a few comparisons a wide margin of difference, or on many, many comparisons an appreciable margin of difference so that even after allowing for other factors of variation in count we may establish a law for the cause of this continued margin of difference, or at least the probability of such a law. Where such a recognizable distinction has not been shown, we can make no positive statements beyond affirming that the distinction, if it exists, is negligible.

DO our leading national advertisers prefer to have their coupons on the inside or outside edge of their advertisements? Evidently they agree with Mr. Gundlach, who says that it makes very little, if any, difference so far as results are concerned.

Out of thirty-six large-space coupon advertisers in the July "Good Housekeeping" twenty-one coupons appeared at the outside edge of their advertisements, and fifteen at the inside.

These advertisers' coupons appeared on the outside:

Fels-Naptha
Ponds Extract
Westinghouse Electric Range
Jell-O
Kleenex
Cream of Wheat
French's Mustard
Daggett & Ramsdell
Kelvinator
Packer Hair Preparations
Pet Milk

Karo
McCoy Cod Liver Oil Tablets
Arch Preserver Shoe
Mazola
Electrovent
Woodbury's Facial Soap
Baker's Coconut
Pic-Wax Paper
Ipana
Cannon Towels

And these had inside position coupons:

Frigidaire
Towle Silversmiths
Swan's Down Cake Flour
Hellmann's Mayonnaise
Standard Sanitary Plumbing
Smoothtop Gas Range
Heinz Rice Flakes
Dole Hawaiian Pineapple
Coleman's Mustard
Bon Ami
Pabst-Ett
Walker Dishwasher
Kirkman's Soap Chips
Johns-Manville Wall Tile
Kolynos

let us say, was that of a face cream, also with a coupon.

Then it seems that the circulation which the face cream advertiser bought was reduced from a total of 3,000,000 by 8,000, or one-quarter of 1 per cent. But was it? All that the face cream advertiser lost was the opportunity to offer a coupon to those who had already torn out the other coupon—his offer in the advertisement could still be answered. At any rate no such loss as one-quarter of 1 per cent because of coupons backing up one against the other has ever been recognizable on checked results not even on more or less competitive propositions. A loss must mathematically exist, but in such minute quantities as to make the maximum perhaps in the neighborhood of one-twentieth of 1 per cent or \$4 on an \$8,000 page.

Third, as for the position of the coupon at the bottom or higher up, or even at the very top of the page. Experiments in earlier years showed no distinction except that

on certain propositions where a free catalog was highly emphasized it might possibly be that the top of the page showed a slight additional value, though always more or less injuring the run of the copy as the result of this freakish coupon position.

Whether at the center of the edge or lower or at the very bottom, the coupon seems to pull the same; and since the bottom of the page is the most convenient spot for tearing it out and since theoretically speaking therefore in lieu of positive figures, this position ought to be the best, we have chosen the bottom of pages usually, although we do not hesitate to place the coupon elsewhere when layout or wording suggests another position.

In fact, when you consider relative values of positions of coupons with reference to the layout and with reference to the wording of the copy, then we meet important problems seriously affecting the pulling power of an advertisement. These other considerations (not

With Your Life at Stake—

You couldn't consistently name the newspapers preferred by a string of passersby, with their types your only guide.

There is no such thing as a definite type of metropolitan newspaper reader, and there is no honest supportable way of proving the contrary. You can buy space in newspapers of huge circulation on only one sound basis—circulation *quantity*—and any adequate test will prove it.

In Chicago's evening field the Chicago Evening American is clearly supreme in potential worth to advertisers. It is in its tenth year of leadership in its field and its fifth year of leading its nearest evening competitor by over 100,000 copies daily.

In the first seven months of 1930 the Chicago Evening American's circulation averaged 555,980 copies daily—113,956 more than that of the second paper.

CHICAGO EVENING AMERICAN

a *good* newspaper now in its **TENTH
YEAR** of circulation leadership in
Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

embraced within the scope of the present article), completely outweigh any superior value which may theoretically lie in a particular outside or inside, top or bottom, or back-up position.

In other words, whenever it has been decided to adopt a coupon (which should always be used where mail inquiries or tests of copy are among the outstanding objectives and otherwise should never be used) then let us decide upon the best layout to attract our prospects and upon the wording that leads to the action, i. e., the mailing of that coupon; thereupon selecting the position for the coupon wherever it best fits into this layout and wording, irrespective of other at best trivial positional advantages.

H. S. Davidson on "Better Homes & Garden" Staff

Howard S. Davidson, for the last three and a half years a member of the advertising sales staff of the Meredith Publishing Company, has been added to the advertising sales staff at Chicago of *Better Homes & Gardens*, also a Meredith publication. Mr. Davidson was formerly on the sales staff of *The Dairy Farmer*. Following its merger with *Successful Farming*, he was made a member of the *Successful Farming* sales staff.

J. J. Foley Joins Albert Frank at Chicago

John J. Foley, recently advertising manager of A. C. Allyn & Company, Chicago investment firm, has joined the office at that city of Albert Frank & Company, Inc., as an account executive and writer. He was, at one time, with the New York office of Halsey, Stuart & Company as sales promotion manager.

Test Campaign for New Line of Beauty Creams

The Los Angeles office of Emil Brisacher and Staff, advertising agency, has been appointed to direct a test campaign on a new line of beauty creams for Katherine MacDonald, Los Angeles, manufacturer of lash cosmetics. Newspapers and radio advertising will be used.

Joins Dunham-Younggreen-Lesan as Vice-President

Allen A. Ackley, formerly with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, now Klau-Van Pietersom-Dunlap, Inc., has joined the Dunham-Younggreen-Lesan Company, Inc., Chicago advertising agency, as a vice-president.

Jobber-Dealer Relations in Voluntary Groups

DONOVAN-ARMSTRONG ADVERTISING
PHILADELPHIA

Editor of PRINTERS' INK:

We are interested in securing all the information you have on the following subject: "What is the relation between the jobber and retailer in the jobber controlled associations of individual retailers that exist in various parts of the country? We mean associations like the one conducted by the Hall Hardware Company, or by the I. G. A.' Grocers Association and various similar associations where the retailers put up uniform signs, use a standard color scheme, buy through the jobber and use the merchandising policies laid down by the jobber."

We are particularly anxious to know what assurance the jobber has that the retailer will continue to do business with him. Is there a financial hook-up, or merely an agreement to buy and sell?

DONOVAN-ARMSTRONG ADVERTISING.

SUCH a large proportion of jobber-dealer groups who combine in the form that has become known as voluntary associations operate on the basis of a financial interest by all those connected with the enterprise, that it may be said that this is the customary procedure.

In fact, a financial interest by those who participate is considered to be practically an essential.

In some cases, retailers pay regular dues. In other cases, they buy securities in a corporation controlled by the wholesaler. In still other instances, the retailer pays a certain amount each week or each month for advertising assistance.

While these various forms of financial interest act as an inducement for the retailer to continue doing business with the wholesaler, there is a stronger reason which takes the form of a legally binding contract. In other words, most voluntary groups sponsored by wholesalers function on the basis of a definite contract which stipulates what each signatory party will and will not do. This contract usually runs for a definite period and is non-cancellable — except for the usual circumstances under which contracts may be voided.—[Ed. PRINTERS' INK.]

A Good Thing Gets Better

More than ever before Cook County's importance as a huge yet compact automobile market is proved by facts. In July the percentage of new car registrations in Cook County over that in the 67 other counties of Northern and Central Illinois climbed to a new high of 29.03%.

Registrations in Cook County for the month were 8,554 and in the 67 other counties they were 6,629—1,925 more cars sold in *one* county than in all of 67 others! Chicago, with its diverse industries independent of drought, makes Cook County a consistent as well as a great market.

To most effectively reach this close-knit mass of car buyers the Chicago Evening American provides an ideal medium. In the first seven months of 1930 its circulation was 555,980—greater by 113,956 than that of Chicago's second evening paper in point of circulation.

And over 90% of the Chicago Evening American's circulation is concentrated in Cook County!

CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH
YEAR of circulation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

Aug. 21, 1930

Aug.

40 "Good Business
cities of all sizes
in America . . .

7 "Good Business
cities over 100,000
in population . . .

3 "Good Business
cities over 150,000
in population . . .

△△△ and OKLAHOMA
CITY is one of them



OKLAHOMA IS ONE OF ONLY THE
TWO STATES WITH HIGH SALE OKLA
EXPECTANCY — ACCORDING TO THE
BABSON'S AUGUST REPORT — THE
EATON SURVEY

fall sales efforts should be planned without sentiment and with cold facts staring you squarely in the face. Cities in America showing "good" business and a high ratio of sales expectancy are narrowed down to a mere 40, according to Babson's report for August. Seven of these cities have over 100,000 population; three have more than 150,000 and include Oklahoma City. The state of Oklahoma is one of only two states where sales can be expected to equal or exceed last year. And the Oklahoma City 26-county Market comprises about one-third of the state's area and 42% of its population. • The line of least resistance leads straight to Oklahoma City, in the heart of the rich, responsive Oklahoma City Market. You can buy heavily into the sales preference of this leading market through the Oklahoman and Times. One or both of these papers are carrier-delivered to 9 out of every 10 Oklahoma City homes and 45% of all urban families in the market. They give advertisers 26,885 *more* circulation in the market than all other dailies published in the same area combined, and at about half the cost. For economy, for effectiveness, for high sales expectancy, the Oklahoman and Times, and the Oklahoma City Market offer one of the country's ideal situations.



ONLY
SALE
OKLAHOMA CITY TIME'S
THE OKLAHOMA PUBLISHING COMPANY
REPORT - THE OKLAHOMA FARMER-STOCKMAN -
Wky

Katz Special Advertising Agency New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

Aug. 21, 1930

A Half Million Facts on a Million Moderns

now available through
the recent Knight
Study of the Seattle
Market.

Write the Post-Intelligence, or any of these representatives?

W. W. Chew, 285 Madison Avenue, New York City; J. D. Galbraith, 612 Hearst Building, Chicago; A. R. Bartlett, 3-129 General Motors Building, Detroit; Slayton P. La Due, 625 Hearst Building, San Francisco.

Knows the Seattle Market

151 National Advertisers Report Net Profits for Six Months

Forty of This Number Were Able to Make Gains Over the Same Period of Last Year

WELL, here they are—the published first half-year earnings of some of our leading national advertisers. Up to the time this tabulation was prepared by PRINTERS' INK, 151 advertisers had announced the news. Of these 40 were able to report a gain in net profits for the first six months of this year over the same period of 1929.

The following figures are net profits after all charges, including

taxes, but before dividends, unless otherwise designated.

These figures, which were obtained from published reports, are presented here merely as a matter of interest, as an indication of how some of our national advertisers weathered the storm during the first six months of 1930. The list of companies is by no means complete. Many companies do not make public their half yearly earnings.

First Half-Year Net Profits

Company	1929	1930
Addressograph International Corp.	\$757,000	\$781,000
Airway Electric Appliance Company	890,000	511,000
Allis-Chalmers Mfg. Company	2,179,000	2,352,000
Altorfer Brothers Company	181,000
American Bosch Magneto Corporation	373,000	D20,000
American Chain Company	1,034,000	1,185,000
American Chicle Company	1,039,000	1,081,000
American Laundry Machinery Company	1,043,000
American Maize-Products Company	*901,000	*814,000
American Rolling Mill Company	4,410,000	1,646,000
American Safety Razor Corp.	691,000	703,000
American Tobacco Company	a19,123,000
American Writing Paper Company	235,000	249,000
Associated Oil Company	2,996,000	3,265,000
Atlantic Refining Company	8,862,000	P2,819,000
Atlas Powder Company	1,195,000	725,000
AutoStrip Safety Razor Company, Inc.	371,000	723,000
Barnsall Corp.	4,125,000	3,365,000
Bayuk Cigars, Inc.	556,000	308,000
Beech-Nut Packing Company	1,378,000	1,320,000
Belding Heminway Company	191,000	D480,000
Bohm Aluminum & Brass Corp.	1,782,000	689,000
Bon-Ami Company	733,000	700,000
Bourjois, Inc.	*227,000	179,000
Bridgeport Machine Company	*94,000	*150,000
Briggs Mfg. Company	2,423,000	3,532,000
Briggs & Stratton Corp.	813,000	623,000
Canada Dry Ginger Ale, Inc.	1,700,000	1,618,000
Caterpillar Tractor Company	5,279,000	5,623,000
Certain-teed Products Corp.	D665,000	D387,000
Chrysler Corp.	18,095,000	3,409,000
Cluett, Peabody & Company	333,000	418,000
Coca-Cola Company	*6,492,000	*7,182,000
Colgate-Palmolive-Peet Company	3,163,000	3,761,000
Condé Nast Publications, Inc.	759,000	857,000
Congoleum-Nairn Company	950,000	706,000
Congress Cigar Company	1,275,000	657,000
Continental Baking Corporation	b3,425,000	b2,497,000
Corn Products Refining Company	6,866,000	6,641,000
Coty, Inc.	1,946,000	1,103,000
Cream of Wheat Company	860,000	892,000
Crosley Radio Corp.	746,000	D997,000
Curtis Publishing Company	11,848,000	12,292,000
Cutter-Hammer, Inc.	1,123,000	803,000
Devos & Raynolds Company	519,000	*152,000
E. I. du Pont de Nemours & Company	41,536,000	32,951,000
Endicott-Johnson Corporation	439,000	1,223,000
Eureka Vacuum Cleaner Company	617,000	D185,000
Fairbanks, Morse & Company	1,122,000	803,000

(Continued on page 34)

Aug. 21, 1930

Aug. 21,

Company	1929	1930
Federal Motor Truck Company	\$316,000	\$191,000
Follansbee Bros. Company	1,000,000	D4,000
Gabriel Snubber Mfg. Company	D74,000	D87,000
General Cigar Company	1,821,000	1,446,000
General Baking Company	c\$4,116,000	c\$2,618,000
General Electric Company	30,741,000	29,273,000
General Foods Corp.	9,848,000	10,630,000
General Motors Corporation	151,860,000	98,355,000
Gillette Safety Razor Company	8,408,000	4,806,000
The B. F. Goodrich Company	5,071,000	D1,293,000
Goodyear Tire & Rubber Company	12,634,000	5,592,000
Gotham Silk Hosiery Company	825,000	164,000
Graham-Paige Motors Corporation	1,342,000	D881,000
Helena Rubinstein	282,000
Heywood-Wakefield Company	26,000	D312,000
Hercules Powder Company	2,036,000	1,598,000
Holland Furnace Company	541,000	539,000
Houdaille-Hershey Corp.	2,278,000	360,000
Hudson Motor Car Company	10,622,000	3,392,000
Hupp Motor Car Corporation	2,831,000	509,000
Indiana Limestone Company	5,120,000	5,438,000
Indian Motocycle	D378,000	D369,000
International Business Machines Corp.	3,214,000	3,654,000
International Cement Corp.	2,167,000	2,052,000
International Paper & Power Company	1,408,000	1,271,000
International Salt Company	*232,000	*323,000
International Silver Company	652,000	13,000
International Shoe Company	6,621,000	6,872,000
Johns-Manville Corporation	3,039,000	1,740,000
Jordan Motor Car Company	*58,000	D263,000
Kelvinator Corp.	e1,302,000	e2,113,000
Kimberly-Clark Corp.	1,666,000	1,827,000
Lambert Company	3,809,000	3,764,000
Lehn & Fink, Inc.	923,000	918,000
Lily-Tulip Cup Corp.	357,000	439,000
McQuay-Norris Mfg. Company	456,000	300,000
Mack Trucks, Inc.	3,011,000	1,901,000
Maytag Company	1,383,000
Melville Shoe Corp.	727,000	956,000
Minneapolis-Honeywell Regulator Company	294,000	59,000
Munsingwear, Inc.	472,000	207,000
Murray Corp. of America	1,633,000	743,000
Nash Motors Company	10,742,000	3,715,000
National Biscuit Company	10,182,000	10,037,000
National Cash Register Company	4,407,000	1,686,000
National Enameling & Stamping Company	165,000	D14,000
New Jersey Zinc Company	4,475,000	3,089,000
Noblitt-Sparks Industries, Inc.	a167,000	a122,000
Ottie Elevator Company	3,762,000	3,194,000
Outboard Motors Corp.	142,000
Packard Electric Company	293,000	81,000
Packard Motor Car Company	14,675,000	5,526,000
Paramount-Publix Corp.	5,115,000	PS8,434,000
Penick & Ford, Ltd., Inc.	*950	*1,001,000
Perfect Circle Company	495,000	368,000
Pet Milk Company	281,000	339,000
Phillips-Jones Corp.	234,000	110,000
Phillips Petroleum Company	*8,511,000	4,638,000
Pierce Arrow Motor Car Company	1,737,000	1,031,000
Radio Corporation of America	4,996,000	505,000
Radio-Keith-Orpheum	631,000	2,166,000
Real Silk Hosiery Mills	*1,041,000	*601,000
Robert Reis & Company	3,984,000	3,584,000
Reo Motor Car Company	1,686,000	D349,000
Ritter Dental Mfg. Company	544,000	372,000
Ross Gear & Tool Company	436,000	257,000
Royal Typewriter	799,000	744,000
Ruud Mfg. Company	282,000	189,000
Savage Arms Corp.	266,000	D53,000
Scott Paper Company	435,000	502,000
Servel Sales, Inc.	28,000
Sharp & Dohme	614,000
Shattuck, Frank G., Company	1,495,000	1,362,000
Skelly Oil Company	3,199,000	1,284,000
Spear & Company	359,000	303,000
Standard Brands, Inc.	7,708,000
Stewart-Warner Corp.	4,528,000	PI1,529,000
Studebaker Corp.	11,184,000	2,567,000
Sun Oil Company	3,638,000	3,658,000
Sweets Company of America	*51,000	*52,000
Tide Water Oil Company	2,901,000	2,838,000

(Continued on page 36)

THE
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THE NEWS • NEW YORK'S PICTURE NEWSPAPER
Tribune Tower, Chicago . . . Kohl Building, San Francisco
News Building, 220 East Forty-Second Street, New York



THE families reading

'The News will spend more money this year—or any other year—than any other portion of New York's population. How much they spend with you may be determined by how much you spend with us!

Aug. 21, 1930

Company	1929	1930
Timken-Detroit Axle Company.....	\$881,000	\$655,000
Timken Roller Bearing Company.....	8,449,000	6,120,000
Truscon Steel Company.....	1,229,000	732,000
Tung-Sol Lamp Works.....	538,000	189,000
Underwood Elliott Fisher.....	3,374,000	2,346,000
Union Carbide & Carbon Corp.....	14,528,000	12,780,000
Union Oil Company.....	7,000,000	5,150,000
United Fruit Company.....	*9,340,000	*10,100,000
U. S. Gypsum Company.....	2,329,000	2,892,000
U. S. Hoffman Machinery.....	\$418,000	\$103,000
U. S. Rubber Company.....	569,000	D2,797,000
Walworth Company.....	952,000	490,000
Webster-Eisenlohr, Inc.....	237,000	D112,000
Westinghouse Electric & Mfg. Company.....	13,131,000	8,357,000
Wheatsworth, Inc.....	172,000	184,000
White Motor Company.....	1,405,000	1,049,000
White Rock Mineral Springs Company.....	589,000	665,000
White Sewing Machine Corp.....	161,000	21,000
Wm. Wrigley, Jr. Company.....	5,212,000	5,658,000
Yale & Towne Mfg. Company.....	1,193,000	156,000
Zonite Products Corp.....	159,000	460,000

*Before certain charges. P—Preliminary. D—Deficit. a—Five months. b—25 weeks. c—27 weeks. e—9 months.

P. C. Staake to Direct National Union Advertising

Paul C. Staake, formerly director of advertising and publicity of the DeForest Radio Company, Passaic, N.J., has been appointed advertising manager of the National Union Radio Corporation, New York. Before joining the DeForest company he was advertising manager of J. R. Jones' Sons & Company, a partner in the advertising business of Peck & Staake and advertising manager of the Shakespeare Company, all of Kalamazoo, Mich.

Appoints E. A. Clarke Company

The Spee Dee Products Company, Philadelphia, manufacturer of Spee Dee Kleen, a household French dry cleaner, has appointed the E. A. Clarke Company, advertising agency of that city, to direct its advertising account.

Coffee Account to Huber Hoge

The International Coffee Company, New York, roaster of Chamador coffee and packer of Golden Siva tea, has appointed Huber Hoge, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

Joins Visugraphic Pictures

Goodhue Livingston, Jr., for three years with the Equitable Trust Company, New York, in an executive capacity, and later with Freeborn and Company, of that city, has joined the sales staff of Visugraphic Pictures, Inc., also of New York.

Appointed by Bauerlein Agency

A. J. Bourgeois has been appointed production manager of Bauerlein, Inc., New Orleans advertising agency.

G. J. Kadel to Manage Elliott Service Company

George J. Kadel has become vice-president and general manager of the Elliott Service Company, New York, news photos for display and advertising. Mr. Kadel is a former vice-president and general manager of Underwood & Underwood, photographers, and for a number of years headed their news photo division. As reported elsewhere in this issue, the interest held formerly by the Elliott company in Underwood & Underwood has been purchased by six executives of Underwood & Underwood and, following this purchase, Ben D. Jennings, who has been head of both organizations, relinquished his position as president of the Elliott organization.

L. F. Smith with Tubize Chatillon Corporation

Leonard F. Smith, who recently conducted his own sales promotion service, has been placed in charge of advertising and sales promotion of the Tubize Chatillon Corporation, New York. He was formerly advertising and sales promotion manager of the Stehli Silks Corporation, of that city.

J. F. Thomas Joins "The Western Farm Life"

Jake F. Thomas, for a number of years with the advertising department of the Oklahoma Farmer-Stockman, Oklahoma City, has been made advertising manager of *The Western Farm Life*, Denver.

Appoints Cramer-Krasselt Agency

The W. E. Lamneck Company, Columbus, Ohio, manufacturer of laundry dryers, has appointed The Cramer-Krasselt Company, Milwaukee, advertising agency, to direct its advertising account.

1930
\$655,000
6,120,000
732,000
189,000
2,346,000
2,780,000
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What about the Dealer?

A LINE must offer an exceptionally long profit per sale or a high rate of turnover, if a dealer is to push it actively.

Rapid turnover demands intensive co-operation on the manufacturer's part. It means bringing customers right into the dealer's store, and standing beside him metaphorically speaking, while he makes the sale.

Direct Advertising alone can do this economically. It draws the dealer into the foreground of the merchandising picture, making his store a real outlet rather than a warehouse.

Many firms are suffering from too much distribution and too little sales. Such firms will be interested in our type of service. A competent man will call at your request.



Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York

Aug. 21, 1930

Aug. 21,

4 of the 7 leading women's publications show gains for August 1930 according to Printers' Ink records.

TRUE STORY and three of the other leading women's publications show lineage gains for August 1930 according to Printers' Ink records.

Of more importance, however, is a comparison of the number of pages of advertising carried by these leading women's magazines for August.

Good Housekeeping is clearly ahead of the field with 96 pages, Ladies' Home Journal, Woman's Home Companion and True Story follow in order with 68, 60 and 57 pages respectively.

Here's a complete tabulation of advertising pages for August since 1927. Examine it closely and draw your own conclusions.

MAGAZINE

Good H

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Woman

True S

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7 leading women's w gains for August

	MAGAZINE	AUGUST 1930	AUGUST 1929	AUGUST 1928	AUGUST 1927
other	Good Housekeeping	96	98	112	95
ns for	Ladies' Home Journal	68	75	94	97
on of	Woman's Home Companion	60	62	50	57
these	True Story	57	55	53	40
field	McCall's	49	47	46	36
home	Pictorial Review	42	40	39	39
in 68,	Delineator	37	34	43	32
ages					
draw					

Aug. 21, 1930



**Ben Minkovsky, a 45 year employee of
P. & G., who made \$25,000 on a part
of his installment - purchased stock.**

The P. & G. Ship --- It Floats

Wherein we get the whole guaranteed employment plan, told from the viewpoint of the business management of Proctor & Gamble to the business executive audience of THE ROTARIAN.

Just another reason why this magazine is read—whatever the heat and humidity!

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Why Advertisements Go Wrong

What You Wrote Into Your Advertisement May Not Have Been What Your Readers Read Out of It—Further Comments of the Jowds
and a Summary

By Aesop Glim

CONTINUING the line of thought in my articles of the last two weeks, I want to present today six more of the unexpected and unfavorable responses which Mr. and Mrs. Jowd—my simon-pure, layman consumers—have made to certain current advertisements.

It is important that you realize—my dear pupils—that in these “unexpected responses” you have the reasons why some of the best-looking advertisements don’t always pull the results that are expected.

“How can one man be an authority on so many things?”

Mrs. Jowd was looking at an advertisement, in which the product was “endorsed by John X. Smith.” She continued: “I’ll bet I’ve seen his endorsement of ten different products within the last month. How can one man possibly be enough of an authority—or even have the time—to test and approve so many things?”

Mrs. Jowd’s response to this copy just about explains itself. But, I might point out that such questions never occur to her when she sees that a product has been tested and approved by Mrs. Alden’s Institute. Such an endorsement, from an institute with a balanced staff of experts, Mrs. Jowd accepts in just the spirit in which the advertiser offered it. The institute’s endorsement is a strong clinching argument with her, whereas John X. Smith’s has come to be merely a distraction.

“What a pun!”

Mr. Jowd’s comment on an advertisement headed, “No sex appeal.” The advertisement showed a man who lacked sex appeal, because his hose were not adequately supported.

Several days later I recalled this same advertisement to Mr. Jowd.

He remembered the headline perfectly—but, for the life of him, he couldn’t remember whether it was an advertisement for sox, garters or a saxophone. Which bore out my suspicion that the pun had distracted Jowd’s attention entirely from the merchandise the advertisement featured. Mrs. Jowd overheard us and chimed in: “I’ve noticed that advertising and the impression I get is that whatever is advertised would make you look like that. Don’t buy any!”

Now the Experienced Ad-Crafter, my arch-foe, might argue that this same pun had great memory value; that it registered quickly and stuck tight. Which there is no denying. But—as far as my proving plant was concerned—the pun became a self-conscious headline, calling Jowd’s attention to itself, instead of to the merchandise. My proof lies in the fact that he later couldn’t remember what had been advertised—to which must be added Mrs. Jowd’s fear that the advertisement would sell her husband something.

A catch-line is all right as a supplementary advertising device, if it doesn’t steal the ball. How often have “Eventually—why not now?” and “Ask the man who owns one” been quoted! How thoroughly they have registered and stuck! But even though neither line is in itself limited to the merchandise for which it was originated, each has worked for the specific goods every time it was quoted—and no matter with what irrelevant meaning it was quoted.

“Does that mean — or —?”

I am surprised at the frequency with which both Mr. and Mrs. Jowd ask each other some such question as this. The elements which call forth such quandaries range all the way from simple

Aug. 21, 1930

Aug. 21

double-meanings of particular words to confusions as to just what services the article under discussion does actually perform.

Any and every such confusion in the minds of your prospects as to just what your advertising does mean is incriminating evidence of a lack of thoroughness on your part, during the preparation of the advertisements. There are enough words, in good and regular standing with your prospects, to convey exactly what you mean when put into a simple declarative sentence; there is no reason for your readers to be thus unexpectedly confused. And if your reader isn't sure as to whether you are talking about brakes or brake lining—and what functions each serves—you are either careless again, or intentionally trying to claim more than your product will deliver. And the boomerang will come home.

"What a beautiful picture!"

Mrs. Jowd said, and added, "I think I'll frame it for the guest room." It was a furniture advertisement and the illustration was a real triumph—for the artist. As a matter of fact, the artist had not only triumphed over Mrs. Jowd—by making her want to frame his work—but he had triumphed over the advertiser for whom he painted the picture—by making his picture steal the stage from the merchandise which the advertiser thought he was featuring in the illustration.

Contrast this occurrence with another. I once heard Mrs. Jowd say, as she looked at an advertisement, "What a lovely room! Why, linoleum is the basis of it!" And, without a moment's hesitation she was well into the story of the product. When she came to the end and found that she had only to write a letter in order to receive a booklet full of pictures of attractive rooms in which linoleum was used, she went to her desk and wrote the letter.

"Here's a clever ad!"

Mr. Jowd referred to a restaurant advertisement, in which, if I remember correctly, the story was all about how much Nero used to

enjoy the succulent bivalve—and you can enjoy them here on ice that is really much colder. There was dear old fat Nero, obviously full of succulent bivalves and looking the picture of contentment. And Jowd called it a "clever ad." But that was six months ago and I asked him a few leading questions the other day; he hasn't been to that restaurant yet and, as a matter of fact, he hasn't eaten any succulent bivalves anywhere else, either. Neither the idea of eating colder oysters than Nero did, nor the opportunity of ordering them under the title of "succulent bivalves"—"clever" as both ideas were—has even remotely started Mr. Jowd on the way to making a purchase.

"Here's a man who can write!"

Mr. Jowd proceeded to read aloud a veritable literary panegyric—the opening paragraphs of an advertisement for an important building material. Mrs. Jowd, Mrs. Glim and I sat and listened as Jowd declaimed. Twice he declaimed the whole piece of copy. He ended up with, "Boy, that's writing! If you could write like that kind of copy, Aesop, you'd be worth reading."

Mrs. Glim saved me—God bless her! She's used to having me slandered and, ignoring her brother's comments, she had been listening to the copy and keeping her mind on its message. She asked two simple questions, "But how are those blocks any better than Gimper Material? What are the advantages?"

Jowd stopped and pondered a minute; then picked up the magazine and slowly reread the advertisement. At last he said, "Hanged if I know."

Which reminded me of the colored man who complained to the judge that his wife talked too much, "What does she talk about, Sam?"

"I dunno, Judge. She don't say!"

* * *

Summarizing the Jowds' reactions, as given in this and the two preceding articles, we can quickly establish fourteen constructive pre-

I'll Admit I'm No Corsage

EVEN the office boys, who are traditionally immune to mephitis (medical term for mephitis) shun me. I ate an onion. Yes, Thubert, a big red onion at lunch today. It was during this orgy that the theme of this epistle was born. A man asked for peaches without cream. Whereupon the waitress wise cracked to the effect that they were fresh out of cream but had some swell milk which he could have his peaches without. ☺☺☺ The Examiner's Peach edition is the cream of all circulations. People buying a paper at five cents a copy between 7:30 and 10:30 at night don't take it to a dance. They take it right straight home! Even without this additional 35,000 of the finest kind of home delivered circulation, The Examiner is the largest morning and Sunday paper west of The Missouri. Add to this the fact that it has the preference of the youthfully alert moderns who spend the legal tender in this fourth market and you have the sweetest story ever told.

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

cautions to put into our book of advertising maxims.

1. Be sure that every food illustration makes that food look appetizing—edible. You don't want them to say, "Would you eat that?"

2. Be sure that all claims—no matter how true—are believable; that they do not "challenge off" your readers. You don't want them to stop reading long enough to ask, "Do you believe that?" They may not resume reading.

3. Be sure that the allegorical story of a pictured situation does not get so interesting and involved that your readers are *seduced past* your merchandise. You don't want them to wonder, "Do you suppose that really happened?" (I refer to the dramatic type of story in which somebody became the life of the party almost overnight.)

4. Be sure the seasoning doesn't run away with the pudding—in other words, that your efforts to make the merchandise important and dramatic do not result in something to which the reader says, "What an exaggeration!"

5. Be sure your negative approaches are merely arresting and attention-compelling—and not so revolting as to call forth an exclamation such as, "Ugh!"

6. Be sure—on vending machines—to have a readily visible display which reassures the prospect on the question, "Is it safe to buy from a machine?"

7. Be sure your testimonials make the merchandise desirable—rather than calling for such speculations as, "Do you suppose she really uses it?"

8. Be sure that copy written in the first person does not make that first person so conspicuous as to call forth, "What a conceited person!"

9. Be sure your sources of authority are accepted by your readers as competent sources. Your readers mustn't ask themselves how an athlete can know about tobacco—or, as Mrs. Jowd once asked, "How can one man be an authority on so many different things?"

10. Be sure your catch-lines don't steal the ball from your merchandise. Remember Mr. Jowd's comment on, "No *sophomore* appeal." He

said, "What a pun!" and a few days later he couldn't remember what the advertisement featured, although he did remember the catch-line.

11. Be sure your readers always know just what you mean. Don't let there be any confusion as to exactly what your words mean or just what claims you are making—through either carelessness or intentional cheating. They must not ask, "Does that mean _____?"

12. Be sure your artist doesn't steal the stage from your goods. The reader's reaction to the picture must be pointed in the direction of the goods and not result in, "What a beautiful picture!"

13. Be sure your cleverness doesn't distract the reader's attention from the merchandise. You're lost if they say, "Here's a clever ad!"

14. Be sure the actual writing—your style, if any—calls attention to the goods and *not* to itself. You're lost again, if anyone comments, "Here's a man who can write!"

Fourteen distinct types of advertisements are criticized by these Jowdian comments and the corresponding Glimian moralizings. Please note—my dear pupils—that the *types* themselves are not under fire; they are types of advertising which have worked wonderfully for years and will probably continue to work well in the future. The Jowds—unconsciously—showed me why they don't *always* work.

Each of four of the cases cited is a horrible example in itself—the *appetizing* food, the *safe* vending machine, the *competent* source and the *confused* meaning. We will take our leave of them.

But the other ten—derived from ten different types of advertising—can be lumped and met with one sweeping, but accurate, criticism:

Too much craftsmanship!

In each and every one of these ten cases, either the artist or the writer got so deeply interested in his method that he completely missed his objective. The method of delivering the message got so involved that the message itself remained undelivered. It was there

19 out of every 20

**families in town
as "steady customers"!**

Considered solely from the standpoint of merchandising, winning 95% of all the homes in San Francisco is a notable achievement. That the Sunday Examiner has accomplished it, is rare tribute to the quality of this newspaper's reader appeal.

Its circulation has been soundly seasoned, its reader responsiveness heightened by half a century of vigorous growth.

San Francisco EXAMINER

The Chamber says "TRUE"

In a comprehensive survey made recently at the instigation of the U. S. Bureau of Census the boundaries of the city's metropolitan area were definitely established. The evidence collected by the Cleveland Chamber of Commerce, which conducted the survey, confirms The TRUE Cleveland Market as outlined by The Press.

Says the Chamber of Commerce: The Cleveland Metropolitan area is "a semi-circle with Cleveland at its center, the south shore of Lake Erie as its diameter and a radius between thirty and forty miles of the Public Square."

Only within this area is Cleveland newspaper advertising profitable. Only within 35 miles of downtown Cleveland live people who read Cleveland advertising and buy in Cleveland stores. To sell this small and compact TRUE Cleveland Market — The Press is your First Advertising Buy.

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PRESS . . . OF THE AUDIT
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and of MEDIA RECORDS, INC.



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EWSPA
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“The Cleveland Press”

The Ben Day half circle
is The TRUE Cleveland
Market as defined by The
Press.



BOUNDARIES OF THE METROPOLITAN AREA AS DEFINED BY THE CHAMBER OF COMMERCE. *Figure 1.* The economic radius of automobile trucking into Cleveland for the majority of materials. *Figure 2.* The area of intensive service of the Ohio Bell Telephone Co. *Figure 3.* Area of "intensive newspaper circulation" originating in the central city. *Figure 4.* Private automobile commuting distance. *Figure 5.* Area in which department stores make delivery in their own vehicles. *Figure 6.* Area in which freight rates are approximately the same, and the area within switching limits. *Figure 7.* Area of daily distribution by truck of perishable articles of food. *Figure 8.* Area of electric power service originating in the central city.

The Cleveland Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

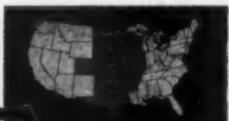
HICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

Aug. 21, 1930

Unemployment

There is none of it on the farm.

The farmers of the Midwest may take a well-earned vacation trip in August, but the work of the farm goes on. There is no let-up; no idleness; no clamor for jobs; no out-of-work; no charity cases; no bread-lines. The income comes in and the out-lay goes out. It's business as usual in the territory reached by Capper's Farmer.



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas

when the messenger arrived at the door, but he was so proud of his uniform, or his speed, or his pouch, that he quite forgot to hand it over.

And we can thus evolve one nice, big, master DON T for our copy book: Don't let any single element of your advertisement—any device or method or technique—call attention to itself as something in itself. Each and every one must be at all times, and from start to finish, working toward the one common goal of making the merchandise desirable to the reader—and toward no other goal.

* * *

Most often when I see advertisements which (in my never-humble opinion) have gone astray, I blame it on some Experienced Ad-Crafter—who has outgrown the concept that the purpose of all advertising is to sell or to make the closest possible approximation thereto. It often looks to me as though the Experienced Ad-Crafter had only two ambitions: (1) to be different—for the benefit of his friends and competitors; (2) to win awards—for the sake of the publicity they bring him.

Yet I know that it is also possible for a humble advertising man to get lost in technique and thereby lose his perspective. It is fairly easy to imagine that fancy fishing tackle or grace in casting constitute something in themselves. But the simple fact remains that no alibi and no amount of grace will ever be sufficient answer to the question, "How many fish did you catch?"

For a number of years the majority of advertising men have recognized the all-importance of thorough research and market survey work. Surely a majority of the current advertising campaigns are preceded by sound advertising plans written out of sound merchandising plans, which, in turn, are written out of a knowledge of the facts. Whenever such advertising campaigns fail to produce the results which the preliminary analysis promised, the buck is passed squarely back to the copy man and those who helped him prepare the advertisements.

When the merchandising man

can tell the copy man exactly what message needs to be delivered, it is clearly the copy man's fault if the ultimate reader of the advertisements fails to receive that message. Something is clearly wrong with the copy man's methods. And I believe that my long-winded disquisitions on Mr. and Mrs. Jowd reveal a goodly share of what that something is.

Advertising Passes, These Days, into "Strong Hands"

BABSON'S REPORTS

WELLESLEY HILLS, MASS., Aug. 14, 1930
Editor of Printers' Ink:

I was much interested to read in *Printers' Ink* of August 7, the interview with Thomas H. Blodgett, president of American Chicle Company, in which he advocates the use of advertising reserves to sustain sales in periods of business depression.

That policy is entirely in accord with my own experiences and observation, and is one which I can endorse most heartily. In a time of reaction and readjustment, advertising space—like good stocks—passes, as we say, "from weak hands into strong hands." In other words, timid and impecunious advertisers abandon the field to advertisers who have the financial foresight and business wisdom, thus to promote sales when sales promotion is most needed.

It is a policy which benefits both the individual corporation and the country as a whole. Accumulation and disbursement of advertising reserves can be made a balance wheel of business, specifically contributing to national welfare.

LEROY D. PRAVEY,
President.

Heads Egan & Hausman Company

H. Uehlinger, formerly vice-president of the Hilo Varnish Corporation, Brooklyn, N. Y., has been elected president of the Egan & Hausman Company, Inc., Long Island City, N. Y., paints and varnishes. His son, Hampton Uehlinger, formerly secretary and advertising manager of the Integrity Paint Company, Brooklyn, has also joined the Egan & Hausman Company, in a similar capacity.

Appoints Edward Wm. Rose Agency

The Heath Aircraft Corporation, Chicago, has appointed the Edward Wm. Rose Company, advertising agency of that city, to direct its advertising account.

Wholesale Druggists to Meet at Chicago

The National Wholesale Druggists' Association will hold its fifty-sixth annual convention at the Edgewater Beach Hotel, Chicago, October 12 to 16.

How Should We Pay Our Salesmen?

A Qualitative Analysis of Salesmen's Compensation Plans

By C. K. Woodbridge

[EDITORIAL NOTE: This is the third in a series of four articles by Mr. Woodbridge. The first appeared on page 3, August 7; the second, page 81, August 14.

In this article, Mr. Woodbridge discusses the strong points and weaknesses of the various methods of compensation.]

IN the second article of this series on salesmen's compensation plans I outlined the various types of plans, emphasizing the fact that, in the final analysis, they are all variations or merging of three basic plans—salary, commission and bonus. In this article we shall take up the strengths and weaknesses of the various systems of compensation. For the purpose of this analysis we shall confine ourselves to general principles discussing all plans as being under the following general heads:

- Straight commission
- Straight salary
- Salary and commission
- Salary and bonus
- Commission and bonus
- Salary, commission and bonus
- Task and bonus
- Point system
- Sales and service quota plan

Naturally, the variations of the general plans will show the same strength and weaknesses that are characteristic of their parents.

The Commission Plan: This is, in some ways, the ideal plan for the manufacturer if he is looking for minimum risk. This is the short view, however, and often the plan works out to the harm of both house and salesman.

Under this plan the salesman takes all the risk. The company guarantees him nothing and pays only after he has produced results. Many concerns could not start or stay in business if they did not pay their salesmen according to this plan. Therefore, it is safe to say that the commission plan is

almost essential to a company just starting in business without the benefit of strong cash reserves which will enable it to take financial risks while it is building itself into a strong position.

There is a certain type of salesman who does not like to work under any other plan. It gives him a feeling of independence which he can get in no other way. He is naturally attracted to the house which pays straight commission and in many instances his relations with the house are highly satisfactory both for the employer and for himself. The plan has been condemned again and again because of its weaknesses but the fact remains that today there are plenty of manufacturers operating satisfactorily on the basis of straight commissions. Probably in many cases they could get better results from some other plan. It is equally probable that, in other cases, houses have found this the ideal plan.

The commission plan's weaknesses are many. Its principal weakness is, paradoxically, that it works so well. The salesmen, in their eagerness to earn commissions, often oversell, leaving behind them overstocked dealers. This is all wrong at all times and overstocking results in poor merchandise to the consumer and distress sales to liquidate inventory. The commission salesman tends to call on only the best dealers and hates to waste his time developing smaller accounts. Missionary work of any kind seems to him to be a direct tax on his income. This means that a commission territory is usually a territory that is thinly covered.

Perhaps the greatest weakness of the plan is that it makes the salesman independent of the house. The commission man likes to feel that he is working for himself and

"When in Rome Do as the Romans Do"

This ancient rule is still followed in modern America.

It explains why new people who locate in Los Angeles County cut loose from old ideas, and adapt themselves to the semi-tropical climate, outdoor life, architecture, food, clothing, automobiles, everything.

Ask a Los Angeles County storekeeper who influences what he sells, and he will tell you it is the permanent families in the community, the people who are acclimated, sure of themselves, and ready to try something new. "Newcomers," he will tell you, "do not offer advice, they seek it."

The settled inhabitants of Los Angeles County read the *Los Angeles Times*, and have it delivered straight to their homes. It has the largest home-delivered circulation in the largest market on the Coast.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Creamer Co., 360 N. Michigan Blvd.
Chicago. 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell
Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

that, after all, if he has a poor day or a poor week he suffers even more than the house, since he is only one salesman among many and his let-down doesn't cost the house much in comparison to its gross volume.

The commission man chafes under close control and in good times doesn't hesitate to throw up his job since there are always plenty of houses willing to gamble on a salesman who gambles with them. The commission man is likely to be careless in sending in reports or writing letters which will help the sales executive learn true conditions among retailers. In any one of a hundred ways he shows that he feels that he is working for himself and not for his company. Frequently, he has no loyalty whatsoever for the house, although there are plenty of commission men who are thoroughly loyal to their houses.

His attitude can be overcome, partially at least, by careful supervision but it takes a peculiar type of sales executive to handle him properly and this type is comparatively rare.

The commission man tends to shy away from co-operative effort with other salesmen. He may try to get business out of another man's territory, which leads to mutual recriminations and calls for diplomacy on the part of the management.

The commission man will always put his emphasis on the products which are the easiest to sell or which give him the longest profit. He is seldom a good full-line man.

The commission man usually lives up to his income. In boom times he spends a great deal of money and raises his standard of living far above that at which he can live in poor times. Then when business falls off he finds himself in debt, becomes discontented, does poor work and begins to look around for a better job.

If I seem to have painted a dark picture of the commission plan, I should like to emphasize again the fact that it works in many instances. The type of salesman

who can put over a high-class specialty usually prefers to work for commission and thus you find the majority of such products sold on a commission basis. The commission plan has the great saving grace of forcing the right type of man to be a plunger. As a rule, the really successful commission man, although he may be a prima donna, knows what hard work is. He can be a real plunger if plugging is needed. If he has developed any loyalty for the house he is a good man to have around in times of depression. He doesn't bother much with alibis but goes out after the business.

The company using the commission plan must be doubly careful in its choice of salesmen. It must expect a rather high rate of turnover among its salesmen but if it gives its men a reasonable amount of backing it can expect to hold the best men.

I have gone into some detail in discussing the commission plan because what I have said about it applies equally or partially to the many plans which stem from it. Indeed, most of the variations are attempts on the part of management to eliminate the bad features I have emphasized.

Straight Salary: At the other end of the scale is the straight salary plan, which, I believe, is the most widely used of all plans.

It places a certain amount of risk on the house which finances the salesman whether business is good or bad. Of course, the house can cut salaries, but salesmen don't welcome cuts any more than any other type of employee. Its most serious fault, however, is that it encourages mediocrity. It offers no particular incentive for a man to develop himself beyond a certain point. This is particularly true in organizations that set a fairly low salary scale and have a certain limit beyond which they do not go. When the salesman has reached this limit he lapses into mediocrity or looks about for another job.

One of the requisites in operating a straight salary plan is that the system must be adjusted so as

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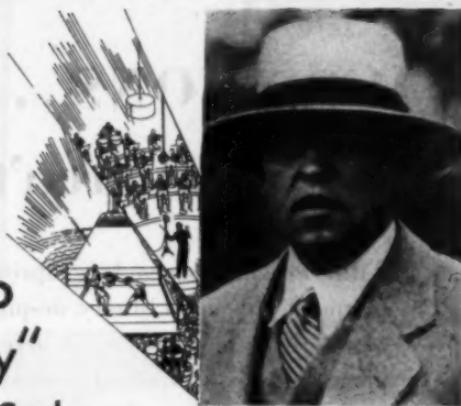
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"Being Cook-coo every day"

by Ted Cook

(Columnist, New York American)



The only requirement for most columnists is that they be plain funny every day. That is no mean achievement in itself. I must not only be funny but also Cook-oo. However, I frankly enjoy this double assignment on the Daily New York American, because I find my readers are intelligent, appreciative and responsive—qualities which I understand are all that advertisers demand of any newspaper's readers. These Daily American readers follow my stuff closely, and see to it that I keep up to scratch on my copy assignment. When I don't, they tell me about it and how! And when I do, they say nice things. All of which prompts me to step out of my funny man role, and give this bearded but still good tip to the boys in the advertising copy trenches—readers will always respond to really good copy.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

QUESTIONS...

that aren't foolish

THIRTEEN of our people comprise a unique department. It's not a library, despite its hundreds of reference books. It's not a research department, yet they do scads of research.

These people have fired at them all kinds of questions. Everyday questions, facts-and-figures questions, and at times questions that compete with those heard at a railroad's information booth.

In what section of the United States do people get the most sunburn? What brand of tobacco does a famous ambassador smoke? How much time is lost to business because of colds? How many people in the United States are now playing golf?

Do these questions seem queer to you? The answers have helped guide campaigns now running.



MARY LOUISE ALEXANDER
Manager of
Library Research
New York



CHESTER E. HARING
Vice-President and
Account Representative
New York



CLARENCE RYERSON
Assistant Account Representative
New York



GEORGE L. MATTHESON
Assistant Account Representative
Boston



CHARLES E. T. SCHARPS
Account Representative
New York



BOYNTON HAYWARD
Account Representative
New York



MORGAN REICHNER
Writer
New York

Batten, Barton, Durstine & Osborn
INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building



WOOD IS EASIER TO SPLIT IF YOU **FOLLOW THE GRAIN**

and markets are more easily sold if you follow the established habits of advertising dependence—the grain of the market.

In Cincinnati, it has been definitely established through a consumer study that the families depend more on The Times-Star for advertising information than any other paper.

It is pretty hard to chop cross-grain—but by following the grain, your axe of selling effort sinks deeper—and a more complete and thorough selling job is accomplished.

The majority of advertisers in Cincinnati follow the grain—and have placed the greater portion of their selling effort in The Times-Star for the last 22 consecutive years.

THE CINCINNATI TIMES-STAR

"THE KEY ~~TO~~ ^{OF} THE CITY"

Eastern Representative:

MARTIN L. MARSH

60 E. 42nd St.

New York City, N. Y.



Western Representative:

KELLOGG M. PATTERSON

333 North Michigan Ave.

Chicago, Illinois

to pay a man adequately for his work and at the same time develop his abilities to their utmost. The management operating this plan successfully usually shows itself canny in the ways of using sales stimulants. A few years ago these were the familiar pep-up measures which were so badly overdone. Today wise management is more subtle and probably far more effective in its stimulating efforts.

The big advantage that salary has over commission is that it does not discourage the salesman from doing missionary work. The salaried man is likely to make more calls and to cover his territory more thoroughly. He does not worry about sales volume to the extent that the commission man worries and if he has confidence in his management, willingly puts in days where his volume is almost nil, knowing that the management realizes that his work some day will produce dividends. Of course, he tends to become an artist with alibis, but the keen executive can sort out the good alibis from the bad and quickly let the salesman know that only the good alibis are worth giving.

Easier to Control Salaried Men

The salaried man is far easier to control than the commission man. He has no feeling of working for himself. He is usually loyal to the house. The good salaried man follows orders from above and will work a territory thoroughly this week and touch only the high spots next week so long as that is what he is told to do. He is likely to be scrupulous in sending in reports and in carrying out some of the other irritating minutiae which are sometimes necessary in the handling of salesmen.

Both the straight commission plan and the straight salary plan have their weaknesses. Because of these weaknesses management has tried to combine them or vary them, endeavoring to "retain their best features" and eliminate the worst.

Salary and Commission: This

is the simplest effort to combine the two plans. Theoretically it adds a stimulus to the salary plan and gives the house closer control over the salesman. In actual practice it may work out with only partial satisfaction. If the salesman is commission-minded he will go ahead boosting his sales at the expense of his territory. If he is salary-minded he will get his sales up to a certain point and then let them rest.

If this plan is to be worked successfully the burden is placed on the management, first to hire the right kind of men and, next, to control them properly in the field.

The plan is favored in bad times when selling is difficult because it takes care of the salesman's fixed obligations and helps him profit through extra work. As a matter of fact, it may tend to put the salesman in an attitude of mind where he says, "Business is pretty tough to get. I've got my salary and when business picks up I'll begin to earn commissions again."

Salary and Bonus: This plan is intended to reward for results beyond those expected for the salary paid. The bonus, however, is usually given only for the accomplishment of certain tasks, such as reaching a set quota, etc. Making the quota is an exciting game, that is, so long as the quota is reasonable. Such a plan will really stand or fall by the success management has in making quotas that are reasonable and yet, at the same time, stimulating.

Commission and Bonus: By adding the commission plan to the bonus plan management is able to set the goal a little higher. If the bonus is rewarded for tasks not ordinarily done for the amount of commission paid, this plan tends to stimulate the salesman to greater effort. Again it is essential for management to show much wisdom in setting the task for which the bonus is awarded.

Salary, Commission and Bonus: The strength and weakness of this plan are obvious after the explanations of the other plans found in this article. It shows an effort to combine the best features of

salary and commission with the bonus given as a reward for extra effort. If the bonus is properly awarded it may have some effect in getting the commission mind to entertain the salary attitude or the salary mind to entertain the commission attitude.

Task and Bonus: The theory back of this plan is that the salesman has to do a number of things besides sell and that he should be paid for accomplishing these "tasks" and in this way stimulated to increase the number of extra-selling tasks he performs.

As was pointed out in the previous article in this series, tasks vary with companies. Usually they are chosen in order to cover certain weak spots in the work of the salesmen. Some companies may make extra calls a task. Others may make showing the advertising portfolio the task. Demonstrations frequently are considered as tasks.

Here, again, we find an effort on the part of management to devise some system which will obviate the weaknesses of commission selling and get the salesmen to do more of the so-called missionary type of work.

Point System: The point system is really not a compensation plan in itself. It is a system used to determine the amount of compensation to be paid under some of the other plans. From it has grown the rating plan described in the previous article and both may be discussed under the present heading.

In many ways the point system is the fairest of all systems since it gives a direct reward for a well-rounded selling job. Points are given not only for volume of sales but also for any of the many tasks which come under the broader use of the term "missionary work." Also, if the debit system is used, the salesman is penalized for poor work and is encouraged to better those things in which he is weakest.

The point system puts an extra burden on management since it calls for the executive to make a thorough analysis of what consti-

tutes a really well-rounded selling job for his company. Most satisfactory point systems are arrived at after months or even years of experiment but once a good system has been set up it can be carried on consistently with only minor variations to take care of shifting conditions.

The point system is highly flexible and can be adapted to almost any of the various types of compensation plans.

Chief Weakness of Point System

Its chief weakness is its tendency to become so highly complicated that it leads to too much bookkeeping and, at the same time, is beyond the understanding of the average salesman. There are point systems which are so elaborate that they lead to the attitude of mind so well expressed by one salesman. "We've got to the place," he said, "where I can't tell whether I'm getting a credit or debit if I keep my fountain pen in my left vest pocket instead of the right."

Another possible weakness is that in spite of the greatest care in setting up the system it will not put over-emphasis on minor tasks and under-emphasis on major tasks. This, however, usually shows up as the system operates and can be taken care of by amending the system.

Sales and Service Quota Plan: The success of this plan depends entirely upon the setting of the proper quota and that is a subject for separate discussion. It uses the point system and thus capitalizes whatever advantages that system has. It has all the elements of fairness and comparatively few weaknesses. It will probably run into its greatest opposition among the commission type of salesman.

All compensation plans have their weaknesses. As I said in a previous article, arriving at any plan is a matter of compromise. There is no best plan for any single industry or even for any single company.

Management, at best, can seek

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that plan which will accomplish the maximum results with the maximum number of salesmen. If the plan does not work with certain salesmen, management must either get rid of these salesmen or set up a special plan for them, always a dangerous practice. Once a plan is working, however, management can use the proper care in the selection of salesmen with the idea of hiring men who not only can sell but also can work well under the compensation plan. In many ways the simplest

plans are the best because they cause the minimum of friction. In the long run, however, that plan, however complicated, which works the greatest justice to the salesman will give the greatest profits to the house. Most plans fall down when the house becomes over-eager for profits at the expense of the salesmen. This over-eagerness results usually in losses rather than gains. Unhappily not all executives can see this point with the result that they damage both the salesman and the house.

What Groucho Says

A Temporary Wizard Falls Down

THERE'S a nice place where some good advertising men go to eat. Martin likes the place and we always go there. The proprietors are friends of ours. Every time you go there with a stranger guest you can bet that next day he'll be there with a guest of his own.

Martin was talking about that. "Groucho," sez he, "you can't beat that system for advertising. Never knew anybody to play that idea right in print except Packard. Why can't we do it on our Acme Accident Insurance?"

"Why Martin, everybody is doing it."

"I know, but most everybody is under-doing it or over-doing it—fake testimony or gushing words about our loving friends. Now what can be fairer than 'Ask the man who owns one'? I don't want a slogan, though, Groucho, but I do want to get that motif honestly and without exaggeration into our stuff. Now take this place where we are eating. That's all there is to it. Good food, nice people, fine treatment. Acme is like that. We protect the policy holder. Oh, not because we're pious or generous, purely because it pays us. See what you can do with that."

Simple enough. Copy theme tersely expressed. All we had to do was to work it out. Result—the famous Acme Accident Campaign.

But the blood I sweated! Took

the idea into plan meeting. Everybody excited. We gave it over to one of those temporary wizards in the copy department. This guy said to leave him alone till he shot the works. I did. He shot the works and he had three thousand dollars' worth of junk. Henry Ford's hilarious glee because he was covered by Acme Accident. Movie Stars who refused to take parachute leaps unless covered by Acme policies. Yacht owners who were saying, "Let 'er blow up! What care I, I'm covered by Acme."

Boss thought it was very good. Do you know the hardest thing I have to face in life is Martin's kindly tolerance and patience when I have to submit a fool thing to him? I argued and stormed. Boss ordered me to submit it, and, of course, I obey Boss's orders. Eskay, a copy man with sense, winked at me. Gent. Treas. got very sarcastic about how three thou meant nothing to spendthrifts like Groucho.

Eskay sauntered into my office that afternoon. He never hurries. "Groucho," he said after about forty minutes of raving over baseball and a wonder of a race horse I'd never heard of, "Groucho, want me to take a fling at Acme? Can you submit that hash without getting killed? O. K. I'll have a campaign for you and it won't cost any three thousand either."

Well, after Martin didn't kill

Aug. 21, 1930

me, I said: "Martin, will you please be so good as to kill this campaign, positively and completely?"

"With pleasure, Groucho," and he did.

'Course Eskay came through with the real stuff. 'Course Martin understands that real stuff has to be built that way sometimes. Boss admits that if you've got to go back on a client or go back on the house, it pays better to be good to the client. So that part was O.K.

Sometimes I wonder about a big house like ours. We're all the time picking up these temporary wizards of copy. They come in, look like world beaters, help us make cheap money, raise the deuce and move on. Not so good. Then on the other hand, a quiet kid like Eskay was a few years ago, comes in, learns the business, uses his good imagination and his typewriter fingers, and somehow when our temporary wizard busts things up, winks, crooks his finger and whispers, "Let me take a fling at that," and some Groucho or King or somebody gets credit for a very successful account.

Meanwhile Eskay sticks on. Big men and bloated little men come in and go out. Gent. Treas. discovers that if you give Eskay a cent's worth of stock and an extra two hundred in salary every second year he won't kick. He gets no glory. When he dies we'll give him a peach of a funeral.

But because of a few Eskays we say we are the greatest advertising house on earth, and believe it too, by gosh! Is it all right or rotten wrong? Blamed if I know.

GROUCHO.

F. L. Rutledge Joins Procter & Collier

Frank L. Rutledge, for the last three years typographic consultant of the advertising department of the Cincinnati *Enquirer*, has joined the staff of The Procter & Collier Company, Cincinnati advertising agency. He will be in charge of the creative printing department. He was formerly with the Lanson Monotype Company, Philadelphia, and for a number of years was general manager of the C. W. Knowles Printing Company.

John Scoville Must Be a Good Egg, Groucho

PHILADELPHIA, AUGUST 11, 1930.

Groucho, c/o PRINTERS' INK:
Dear Groucho:

Your story of Scoville (in PRINTERS' INK of August 7) appealed to me more than anything else you have written, because it came nearest to expressing my own business philosophy. When one has lived and thought enough to frame a philosophy, one can cheerfully disregard what others are doing, and follow one's own standards.

Like your friend Scoville, I have learned that it is better not to seek certain clients. Somewhere I read that some agency had applied a certain test to prospective clients: namely, that they should be the type who would get along well with its existing clients if they formed a club. It is a good rule. And it might be applied both to types of men and to types of products.

You wouldn't care for my sort of products — machinery, tools, industrial chemicals, and so on. But, to me, advertising them is like a game. And I have found the makers of those "uninteresting" goods to be the salt of the earth. They live by being useful to others. They think straight. They are unimpressed by blah. They don't try to oversell their users, and I don't try to oversell them advertising. The copy that makes a hit with them is the sort that I could let sell me without losing my self-respect.

I have a real affection for most of these hard-headed, fact-handling business men. Underneath their sometimes cold exterior I have found them to be warm-hearted human beings. And they seem to like me. Both they and I feel that the work we are doing is worth while.

If there is a better formula for happiness in business, I'd like to know what it is.

HERBERT L. TOWLE.

To Represent "North Jersey Courier"

The North Jersey Publishing Company has purchased The Publishing Company of the Oranges and Maplewood, publisher of the Orange, N. J., *Courier*, which will be continued as the *North Jersey Courier*. Harry N. Balch, general manager of the *Courier*, is president of the North Jersey Publishing Company.

Burke, Kuipers, Mahoney & Payne, Inc., publishers' representative, will represent the *North Jersey Courier* in the national advertising field.

General Mills Report Net Income and Sales

Consolidated net earnings of General Mills, Inc., Minneapolis, Gold Medal Flour, etc., for the twelve months ended May 31, 1930, amounted to \$4,609,101, against \$4,154,786 for the twelve months ended May 31, 1929. Net sales of flour, feed and other grain products for the year ended May 31, 1930 amounted to \$163,071,661.

— 116,820 —

HORSE-POWER
GENERATED BY

ARIZONA'S DAM PROJECTS

FIVE of the eight dam projects in Arizona are now harnessed for electrical power production; and according to facts contained in the Statistical Abstract of the United States, 1929, Arizona ranks sixth among all states in the *potential water power available*.

The growing dependence of the country's industry on water for generating power is disclosed through the fact that 71.21% more power was generated by this method in 1929 than in 1921.

Arizona is exceedingly fortunate in having among its natural resources this constant, economical and sustained power supply, which has been the direct cause of Arizona's growth in population, industry, agriculture and buying funds.

The Arizona Republican is the dominant Metropolitan newspaper through which Arizona may be economically sold.

"THE"
ARIZONA REPUBLICAN
P H O E N I X

Williams, Lawrence &
Cresser Co.
New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

KOTAR
INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogensen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle..... 603 Stewart St.
Portland..... 69 Broadway

Aug. 21, 1930

Aug.



Liberty readers have

America's Largest Circulation

Chicago: 1

Boston: 1

* * * * Biggest Newsdealer Circu

ave \$7,051,461,664
to spend every year

The yearly income of Liberty families is more than seven billions of dollars. (*Starch Survey*)

That's why Liberty is a good advertising medium for everything that goes into the home.

Liberty

A Weekly for Everybody

220 E. 42nd Street, New York

Chicago: Tribune Tower

Detroit: General Motors Bldg.

Boston: 10 High Street

San Francisco: 820 Kohl Bldg.

Circulation of any Magazine

Aug. 21, 1930

Financial Advertisers' Program Near Completion

EARNEST ELMO CALKINS and Dr. David Friday will speak before the fifteenth annual convention of the Financial Advertisers Association, to be held at Louisville, Ky., September 17 to 20. The program for the convention, the association reports, has almost been completed and will include, in addition to the general sessions, departmental sessions divided into three sections. The first of these sections will include institutions in cities of over 100,000, the second, institutions in cities between 25,000 and 100,000, while the third group will consider the problem of the small cities and towns under 25,000. In addition, there will be a special departmental session for investment houses. The speakers and topics of these sessions will be as follows:

Large city division-topics: "Building Commercial Banking Through Advertising"; "The Problems of the Commercial Solicitor"; "This Decade of Savings Advertising"; "The Importance of Market Research for Financial Advertising"; "The Problems of Security Distribution in the Next Decade" and "The Challenge of the Next Decade to the Trust Development Man."

Speakers will include: Paul T. Cherington, J. Walter Thompson Company; Vivian Anderson, president, Life Underwriters Association of Cincinnati; Alain B. Cook, vice-president, Guardian Trust Company, Cleveland; E. Fred Johnson, vice-president, Exchange Trust Company, Tulsa, Okla.; Don Knowlton, manager, publicity department, Union Trust Company, Cleveland, and Guy W. Cooke, assistant cashier, First National Bank, Chicago.

Medium city division-topics: "The Future of Banking in Medium Sized Cities"; "Researching Bank Service for Greater Profit"; "The Desirability of Banking Leadership in Community Development"; and "Banking Ten Years Hence—a Depositor's Prophecy."

Speakers will include: Don G. Mitchell, director, industrial development, Niagara Hudson Power Corp.; Robert L. John, secretary, Banc Northwest Company, Minneapolis; C. H. Handerson, sales manager, Stephen Sanford & Sons, New York; Miss Hilda Hoffman, statistician, Bowery Savings Bank, New York; Hubert Prochnow, First Na-

tional Bank, Chicago, and Mr. Calkins.

Small city division-topics: "Probable Banking Trends in the Smaller Communities in the Next Decade"; "Typography, Layout and Decoration"; "Solving the Copy and Media Problems"; "Co-ordination of New Business Activity and Advertising"; "Problems of the Savings Department and How to Meet Them"; "Advertising the Savings Department"; "Possibilities for the Development of Trust Business in the Small Cities"; "How to Organize and Operate a New Business Department"; "Research and Analysis for the New Business Department"; "Problems of the Commercial Department," and "Investment Department—the Advantages and Disadvantages for the Smaller Bank."

The speakers will include: C. W. Bailey, president, First National Bank, Clarksville, Tenn.; E. V. Newton, assistant secretary, Cleveland Trust Company; C. L. Price, advertising manager, National Bank of the Republic, Chicago; Ruth Pearce, advertising manager, First Wisconsin National Bank, Milwaukee, and D. R. Wessling, President, Lytton Savings Bank, Lytton, Iowa.

Sees a Growing Tendency of Honor in Business

Advertising has taken the business world out of the days of the hitching post and put it into the days of "No Parking" signs, Toner M. Overley, managing director of the Better Business Bureau of Indianapolis, told members of the Advertising Club of Indianapolis last week in a talk on "Standardizing Business Ideals."

Quoting Elbert Hubbard, who once said: "Truth is an asset and a lie a liability," Mr. Overley continued: "He spoke well, for business interests have found that it is a good business policy to tell the truth about their products. Success in advertising must be based on truth in advertising. The average person is honest. I do not believe that more than one half of one percent of our business concerns are dishonest."

"There is a growing tendency of honor in business and even among competitors there is a feeling that it is better to recognize friendly competition than to lie about competitors and their products. The general public and the merchants are being educated rapidly to better methods and practices in doing business."

G. W. Hunter to Direct Cheney Cravat Sales

Guy W. Hunter, who has been in charge of sales in the New York Metropolitan district of the cravat division of Cheney Brothers, New York, has been made sales manager of that division. He will have his headquarters at New York.

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OR



**"I MUST HAVE
THAT NEW
LINOLEUM ▼ ▼"**

«Most purchases are the result of family decision »

**MRS. CARR has
put her foot down.**

**"Before we buy another
thing I *must* have that new
linoleum for the kitchen!"**

**"Why can't that wait,
Mother?" pleads Jane. "This
luggage is impossible. Think of
walking up to the desk of the
Van Swank Hotel with these an-
tique bags!"**

**"Check!" says John Jr., snapping
his cigarette case with a man-of-the-
world air. "Why look like a bunch of
immigrants?"**

**"Well, take your choice," advises Dad—
"We can't afford *both* the linoleum and
the luggage now."**

• • •

**Dozens of advertising men with whom The
American Magazine has discussed family buy-
ing tell us of experi-
ences like the above.**

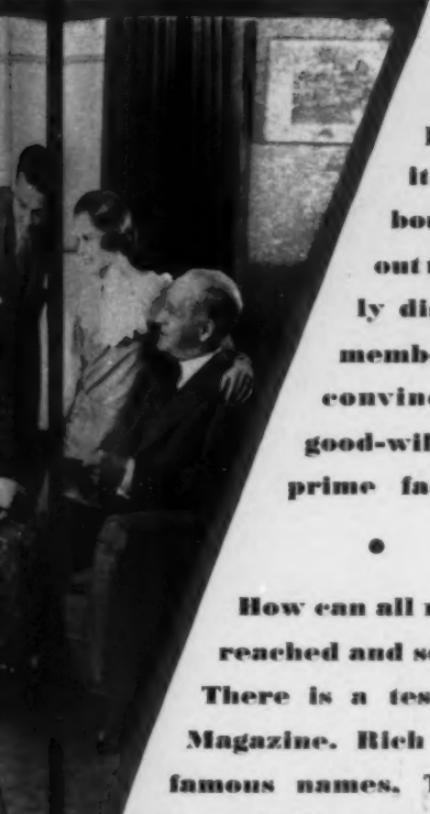
**"Whenever conver-
sation in the family
extends beyond ten
minutes," says one**



FIRST WITH THE

The **America Ma**

THE CROWELL PUBLISHING COMPANY



well-known advertiser, "It is sure to drift to buying." Or, as another points out: "Not a single item of any importance is bought in our home without the matter being thoroughly discussed for weeks by all members of the family. I am convinced that cementing the good-will of the entire family is a prime factor in building sales."

• • •

How can all members of the family be reached and sold by the manufacturer? There is a tested way—The American Magazine. Rich in variety, news, color, famous names, The American Magazine is carefully planned to appeal to every member of the family.

That is one reason why independent investigations (details on request) have proved time and time again that The American Magazine is unquestionably FIRST WITH ALL THE FAMILY.

American Magazine

LIS COMPANY • • NEW YORK

The following are few opinions of leading advertising men on the importance of selling all the family.

"The entire family should be sold. On practically all purchases family considerations are held which greatly affect the final decision."

"It is almost impossible to see the whole responsibility of any purchase upon any one member of the family. There is an opportunity for our advertisers to set up a major campaign directed toward the family as a unit."

"The purchase of any article involving an appreciable expenditure means that someone along the line the average family must consent. In our family hardly a evening goes by without joint discussion of products needed."

"The smart advertiser today is the one that reaches every member of the family with his message."

"Everything of consequence bought by our family is bought after careful group consideration. Even my year-old daughter has definite likes and dislikes as to what we purchase. It is surprising how much young people have to say about purchasing."

"All members of the family influence buying. I believe the woman initiates most purchases — but the man influences them by expressing satisfaction over certain purchases or dropping a casual remark about certain brands."

These personal experiences of well-known advertising and salesmen are further examples of today's great competition for the family dollar. They serve to emphasize the advertising value of **The American Magazine** — proved by many investigations. **FIRST WITH ALL THE FAMILY**



An

J. R. V.

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An 80-Year-Old Jewelry Company Starts a \$250,000 Campaign

J. R. Wood and Sons, Inc., Decides That the Present Situation Presents an Advertising Opportunity for a Luxury

By Arthur H. Little

THEORETICALLY, a business depression is an advertising opportunity. When volume slackens, advertising is the indicated expedient to stimulate sales. The principle is not unknown to manufacturers.

Furthermore, the advertiser who advertises during a business depression finds himself strengthened, strategically, by at least two happy advantages. His advertising, running at a time when the advertising of some of his competitors may be curtailed or wholly suspended, attracts attention. And when buying—to switch the metaphor—springs up again, it grows in the garden of that gardener who, throughout the drought, has been wielding the hoe and watering the roots.

That theory is fairly familiar too. Rather easily, you can find highly conservative business men who will concede that perhaps it will work, and that as a policy it's quite all right—for the other fellow. Particularly is it a tolerable policy if the "other fellow" is a business enterprise that is young and bold and brash, managed by men untrammeled by background and not yet sobered by memories of the slings and arrows of business misfortune.

Possibly so. For the firm of J. R. Wood and Sons, Inc., of Brooklyn and Maiden Lane, which this fall will carry a new and nation-wide advertising campaign to the jewelry trade—a trade in which national campaigns have been rather rare—is only eighty years old.

Behind the action of this manufacturing upstart, however, is a merchandising plan—including a broad program of advertising—that pre-dates the market upheaval of last fall. After the upheaval, the question arose: "Shall we go

ahead?" The answer, based upon a study of the general business situation and of the particular situation of the jewelry trade, was "We shall."

For two reasons, today's condi-



Rings Are Difficult to Trade-Mark. The Wood Plan Is to Stamp the Trade-Mark Inside the Ring and Attach a Trade-Mark Tag

tions seemed a strategic opportunity: 1. A campaign such as the Wood company planned, an activity involving approximately a quarter-million dollars, would be highlighted against the tendency, on the part of competitive or kindred manufacturers, to withdraw from advertising. 2. Pessimistically, retail jewelers have allowed their stocks to become unusually

Aug. 21, 1930

Aug.

low; and probably they are in a better position to take on new lines than they would be at any other time.

Hence we see applied, again, the principle of buying a new market, or a new position in an old market—in a time of depression.

The campaign opens with a full-page advertisement that will appear in a consumer publication on September 10; and the schedule of succeeding advertisements, appearing in a total of five consumer publications, will run through 1930 and 1931—and beyond.

Thus far, although no consumer advertising has yet appeared—the project has been announced only in trade-paper advertising and in direct mail—enquiries from retail jewelers are piling into the Wood headquarters—piling in so fast that, on the day before this article was written, the Wood company's advertising manager, W. B. Morrison, was rushing production of an emergency letter with which to answer them. To certain interesting details of that letter, incidentally, we shall turn our attention later.

For its three-quarters of a century and more in business, the business founded by John R. Wood and now carried on by his sons, R. L. and St. John, has been selling its products to the jewelry trade. Until about ten years ago, it sold wholly by mail; and today, although it covers the country from coast to coast with a force of twenty salesmen, approximately half its volume of business is postal.

The company is no newcomer in advertising; for in the past it has been a consistent advertiser in the business papers, and to advertise certain specialties, the Wood name had been carried, on occasion, into consumer publications.

Leading toward the launching of a continuous, national advertising campaign to be started in the fall of 1930, a merchandising plan that had been developed over the course of years was broadened, so that, with high-spot contacts through the salesmen, key cities could be canvassed aggressively.

Then came 1930; and with consumers abstaining—theoretically—from the purchase of luxuries, the company conceivably might have shortened sail. It might have reduced its advertising, or stopped advertising altogether. Instead, out of a study of the retail situation and of the situation's possibilities there came a decision to advertise more extensively than ever before, and to back the advertising with a vigorous and well-rounded program of merchandising.

From its salesmen and from such sources of business information as Harvard University, the company management gathered information on retailers' inventories; and the data proved the hypothesis that dealers' stocks are low. The retailer who, in other times, carried, say, six rings and, when he sold two, bought two more—that retailer today is "getting along" with four. The public, he will tell you, isn't buying jewelry. Perhaps, so the Wood management reasoned, the public might buy if it were induced and persuaded; and perhaps the persuasion might operate to change the state of mind of even the jeweler, himself.

The advertising campaign was planned for continuity—continuity in schedule, continuity in copy, and continuity in page design. One purpose was to impress a trademark. From the trade-mark's point of view, rings are difficult. The Wood management decided upon the plan of stamping the company mark—a Gothic design consisting of the letter W, half inverted, followed by the word "Wood"—upon the inside of every ring, and to attach to the ring a tag, also trade-marked.

Running through the copy, it was determined, should be the thought: "These rings can be bought with certainty." And in design, the advertisements would extend and enlarge the design of the trade-mark.

Certainty—that will be the copy keynote. To consumers the advertising is to carry the message that here are rings, offered in a wide range of price, that are backed and guaranteed by the

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PITT

Something Has Happened
In PITTSBURGH

Retail GROCERS lineage

January 1st to July 31st

Sun-Telegraph	Post Gazette	Press
1929	1929	1929
252,132	175,659	526,478
1930	1930	1930
470,032	168,120	537,423
+	-	+
86.4%	4.3%	2.1%
GAIN	LOSS	GAIN

Figures by Media Records, Inc.

THE TREND IS UNMISTAKABLY TO ~

PITTSBURGH SUN-TELEGRAPH

Nationally Represented by

PAUL BLOCK
INCORPORATED

Aug. 21, 1930

Aug. 21

reputation of their manufacturers; for, after all, the only man who can guarantee an article is the man who made it. He knows whether or not its style is good, and whether or not the article is worth its price.

Thus, in the opening advertisement, the copy will present this theme:

**EXQUISITE ACCENT TO ANY HAND
THESE RINGS CAN BE BOUGHT
WITH CERTAINTY**

More than with any other purchase, Jewelry has had to be bought chiefly on confidence. Now a famous 80-year-old house—pre-eminent for sound values over three generations—helps you to an *instant recognition* of value! The Wood name, the Wood Symbol is instant, complete assurance that the Ring that bears it may be bought with entire certainty that its style is exquisitely correct and modern, and that its value is honorable, whatever the price. Wedding Rings, Diamond Circlets, Stone Rings and Signets, marked (reproduction of trademark) are inspired by designs direct from Paris. They can be found at most fine jewelers from coast to coast.

Throughout the campaign, the copy will develop and amplify that central idea—the consumer's assurance of quality, style and value. Value, the copy will emphasize, becomes a matter, not of estimate or guess, but of "instant recognition."

The campaign is to run through ten months of every year—February, March, April, May, June, August, September October, November and December. It will be augmented and supported by direct-mail material, which will go out to the dealers at about two-week intervals. To support the consumer campaign, also, the company has prepared for dealers an assortment of tie-up advertisements for newspapers; and here the effort has been to supply something more directly timely and more generally effective than a mere "mat service." Into the design of the newspaper advertisements and into their copy has gone as careful thought as that which produced the pages for the national magazines.

Originality has been applied, also, to the creation of dealer-helps—display trays, cut-outs, counter and window cards, win-

dow-display material to which have been applied new processes in embossing and new uses of illumination.

Every Wood salesman will carry to his trade a special portfolio, devoted exclusively to the new advertising—a portfolio that will lay before the dealers a selling story keyed to the ideas of the quicker and easier turnovers and quicker and easier profits that are the effects of national advertising, broadly and consistently pursued. Specifically, too, the portfolio will present its story upon the dealer's own stage; for it will reveal to him just how many persons in his community or his trading area are readers of the publications in which the advertising is appearing.

For years, the Wood company has been a heavy user of direct mail. It was logical, then, that in anticipating the national advertising, the management should have resorted to direct mail in addition to its trade-paper advertising. As early as May, this year, the direct-mail material going to dealers began to mention, mysteriously, a forthcoming event. Then out went a broadside, timed with a definite announcement in the business papers.

The broadside added to the "seven points" of "the Wood Plan" for dealers—a plan well known to retailers—an eighth point, national advertising. It presented a sample illustration of the advertising-to-come. It pictured the dealer-helps, including samples of the newspaper advertising. It discussed the Wood Mark on rings—"Featured in our advertising to build increased sales for you, is this instant and easy identification for your customer. It saves your time in selling. It puts *Certainty* of value behind each price, eliminates arguments, lifts *your* values out of the competitive, cut-price 'bargain' class."

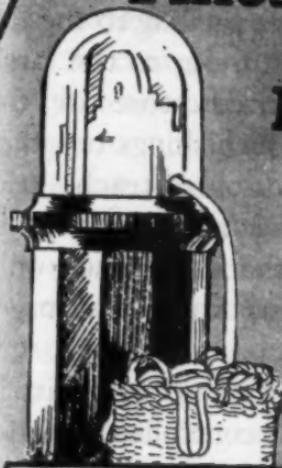
Nor did the broadside neglect to do a little selling on its own. It illustrated and described a varied assortment of rings and urged the dealer: "Order these Wood Rings before the advertising starts."

In business-paper space, the announcement featured the names of

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Absolutely! The Finest Financial Pages in Milwaukee



Articles by these nation-
ally known financial
writers appear regularly
in the News:

B. C. Forbes
Roger W. Babson
W. S. Cousins
"The Wall Street
Spectator"
Freling Foster
Lewis M. Haney

February 15th, 1930, the Wisconsin News established the finest and most complete financial and market pages in Milwaukee. Since then there has been substantial gain in financial lineage—due to a greatly increased reader interest.

That increased reader interest is just what you want.

• • •

**To Cover
Adequately
the Rich
Milwaukee
Market . . .**

"You Need the News"

WISCONSIN NEWS
MILWAUKEE

(Ask the Boone Man)

The Central Yer

C'HERE was a time when the manufacturer, selling to the department store or to the large departmentized store in the specialty-shop, home furnishings or other fields, had only one person to reach—the buyer. That time is far in the past. Definitely past, too, are the days when only the buyer and the merchandise manager need be sold.

This is the day of centralized authority in buying. Store policy is controlled by major executives. Buyers are important, for they are relied upon as experts in matters of taste and of values. They are, moreover, managers of selling departments. Merchandise men are important, as overseers of groups of departments. But matters of policy are dictated by the heads of stores and,

THE FAIRCHILD PUBLISHING COMPANY

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE-APPAREL ANALYSTS WOMEN'S WEAR
FAIRCHILD'S INTERNATIONAL (PARIS) RETAILING STYLE SOURCE FAIRCHILD

Yes-or-No

in many cases, by men placed even higher — by bankers and other representatives of financial control.

Many a manufacturer who thought himself firmly entrenched as a seller to department stores has found to his cost that it is unprofitable to rely solely on good will among buyers and merchandise men. Many a manufacturer seeking to place his goods in department stores has found to his gain that the secret of securing distribution through such large-scale outlets lies in selling the profitability of handling his wares to the executive who wields a central yes-or-no.

The Fairchild Publications reach *all* the men and women who have an important voice in department store buying — clear to the top.

Fairchild Publications

TREE NEW YORK, N. Y.

ANALYSIS WOMEN'S WEAR DAILY

SOURCE FAIRCHILD TRADE DIRECTORIES

FAIRCHILD BULLETINS (LONDON—PARIS)

MAN and his clothes (LONDON)

The only woman's magazine

which parallels the routes of your jobbers' salesmen in the 22 wealthiest farming states of the country.

THE FARMER'S WIFE

WEED PUBLISHING COMPANY, SAINT PAUL, MINN.

a beautifully printed magazine edited for the wives of outstandingly successful farm operators.

92% in the richest states

the publications in which the national advertising is to appear. "Now," said the copy, "every jeweler that handles the Wood line instantly gets full advantage of big values made even bigger by constant, regular, full-page advertising, steadily, month after month."

The retail jewelers are interested. They are writing letters of inquiry; and these letters the management is answering as follows:

Dear Mr. _____

A great, quarter-million-dollar national advertising campaign breaks September 10. Actual statistics show it will reach about 100 per cent of your customers. And that means it will sell jewelry for you. It means more new customers and more profits this fall.

But you must act quickly! The Wood plan is meeting with tremendous success. Hundreds of letters arrive every day. Already the plant is working at night. But you have written and we want you, as a Wood customer, to take every advantage of the campaign. This is how to do it. This is how to buy and sell with "Certainty."

An assortment of our new, nationally advertised rings of Paris design, diamond rings, wedding rings, signet rings, stone rings, will increase your fall sales. Can you conservatively order \$500? We are sure you can, and if every ring is not entirely satisfactory, you may return it for credit or exchange. Write us, indicating just how many rings you need of each style and with the rings we will send you everything necessary to make your customers recognize your store as a Wood store. We will send display No. 11-4, a window sign, a display for our advertisements, and our advertising service for your own use.

Our campaign and your tie-up will mean handsome profits, now, next month, next year and every year. Sales are just around the corner. Will you write us today?

The letter—designed to be sent to inquiring retailers upon whom Wood salesmen do not call at all or to those who cannot be called upon within thirty days after inquiry—is noteworthy in at least two respects. It mentions, specifically, an order of so many hundred dollars. In each letter, that amount will be gauged by two considerations — credit, and the average order from the specific retailer in the past. The letter mentions, also, a specific assortment of dealer-help material; and in each

instance, the size of the assortment will be regulated by the size of the order.

There have been jewelry campaigns in the past—intermittent advertising on behalf of rings, and fairly constant advertising on behalf of watches. It is the Wood company's aim to advertise the great central range of the retail jeweler's business—rings—and to advertise broadly and steadily.

Experimental? The Wood management can see no reason why advertising in the current situation in business should be more doubtful or more speculative than advertising ever has been; and that, on the positive side of the picture there are peculiarly valid reasons—as we have seen—for advertising now.

Death of E. B. Stahlman

Major Edward Bushrod Stahlman, publisher of the Nashville, Tenn., *Banner*, died at Nashville last week. Mr. Stahlman, who was eighty-seven years old at the time of his death, had been a publisher for forty-five years having bought the *Banner* in 1885. Previous to his purchase of that paper he had been identified with the railroad industry in which he rose from a rail-ad laborer to the position of third vice-president of the Louisville & Nashville railroad, serving later as commissioner of the Southern Steamship & Railway Lines with headquarters in Atlanta.

Mr. Stahlman brought his railroad career to a close in 1890, giving his later years to the direction of building up the *Banner*.

Mr. Stahlman was also prominent in civic work in Nashville, having once been president of the board of aldermen and on the board of education.

Among those who survive Mr. Stahlman are Frank Carl Stahlman, a son, who is vice-president of the Banner Publishing Company, and James G. Stahlman, a grandson, who is executive director of the *Banner*.

J. A. Stover with "The National Turf Digest"

John A. Stover, formerly with the Condé Nast Publications and advertising manager of Pace Institute, New York, has been appointed director of advertising of *The National Turf Digest*, Baltimore. *The National Turf Digest* is planning an advertising campaign using newspapers, business papers and direct mail.

Appoints Procter & Collier

The Celo Bottling Corporation of Kentucky, Ohio and Indiana, has appointed The Procter & Collier Company, Cincinnati advertising agency, to direct its advertising account.

Smiting the "Wailing Willies"

Further Statements on the Significance of the New Wage Policy

WHAT *The Literary Digest* in its weekly summing up of business news calls a "ripple of editorial approbation across the country" was caused by Roy Dickinson's article, "Bigger Than Balance Sheets," and two subsequent articles in PRINTERS' INK on wage policies.

Floyd Gibbons, broadcasting each evening for the same publication, has given this series credit for "smiting the wailing Willies"; for making the good news of wage maintenance as well known as the less cheerful news of wage and salary cuts that diminish purchasing power.

Two statements from important employers of labor that were received too late for publication in the former articles are presented herewith:

ALFRED P. SLOAN, JR.
President

GENERAL MOTORS CORPORATION

"Referring to your telegram of July 23, answered by Mr. Brandy under date of the 24th, with regard to the matter of wage or salary cuts, would state that I regret that absence from the city at the time prevented my contributing to your inquiry. I appreciate that it is now too late to do so.

"I have looked over the comments that you have received from others dealing with the question, which I found interesting.

"As you of course must appreciate, I have discussed the matter with my associates here as a matter of general corporation policy and without going into the reasons, we feel that at the present time it is undesirable not only from our own standpoint but from the standpoint of the general economic situation, to make either salary or wage cuts.

"Bigger Than Balance Sheets," July 31 issue, "Wages and Prosperity," Aug. 7 issue and "The New Spirit in Industry," Aug. 14 issue.

We cannot, of course, be committed as to the future because we do not know what the future will require. I can say, however, that that is our position at present."

It is extremely important from the standpoint of the general economic situation for smaller manufacturers to know that this giant corporation, one of the largest employers of labor in the world, does not at the present time contemplate either salary or wage cuts. It offers an example of keen appreciation of the responsibility of leadership at a time when constructive news inspires courage, when cuts in the purchasing power of thousands of men spread fear.

* * *

The second statement deals more with the general policy of wages than it does with the specific situation in any one company.

B. C. COBB
Chairman

THE COMMONWEALTH & SOUTHERN CORPORATION

"I have just read your article, appearing in the July 31 issue of PRINTERS' INK, under the caption 'Bigger Than Balance Sheets' and I think it is one of the most constructive contributions made to American business this year. Perhaps I am prejudiced, for some two months since I made the statement, in answer to a question, 'This is no time to reduce salaries and wages.'

"I do not mean that, if there is overproduction or surplus labor on the pay-roll, either or both should be continued indefinitely. To do so would appeal to me as bad economics. Here again, however, the psychology of the situation for the time being might alter a well-thought-out managerial policy.

"Ours is a great country, and we have been expanding so fast for the last ten years that it is no more than natural that we

TIME

The RECORD

The Weekly magazine

ERRATA

(In TIME's 16-Pager in Printers' Ink, July 31st)

INDUSTRIAL COMMUNITY ADVERTISING

(Among General Magazines)
(1st Six Months of 1930)

AS RUN

1. TIME	19 pages
2. Nation's Business	18 "
3. Review of Reviews.....	17 "
4. Sat. Eve. Post.....	7 "
5. World's Work	3 "
6. Natl. Geographic	1 "

AS CORRECTED

1. TIME	19 pages
2. Nation's Business	18 "
3. Review of Reviews.....	17 "
4. Business Week	11 "
5. Sat. Eve. Post.....	7 "
6. Atlantic Monthly	6 "
7. World's Work	3 "
8. Harpers	3 "
9. FORTUNE	2 "
10. New Yorker	2 "

Under "Insurance," FORTUNE (18 pages) should be in 7th place and American Magazine (14 pages) in 9th place. Under "Financial," Forum (31 pages) should be in 9th place, Spur (30 pages) in 10th place. Under "Resort," Atlantic Monthly and Forum (15 pages each) should share 10th place. Under "Automotive," The American Magazine (75 pages) should be in 9th place.

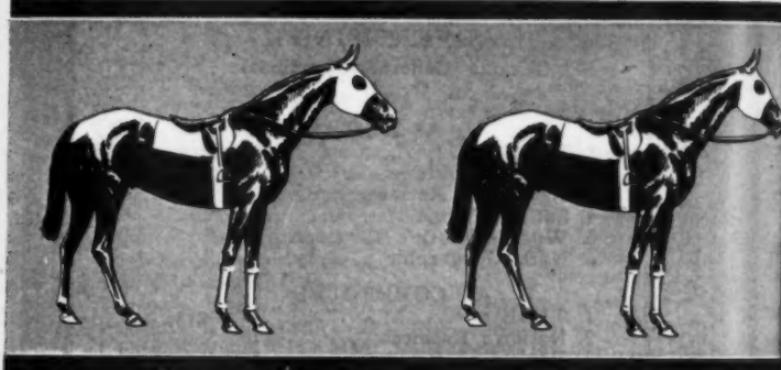
★ To these magazines TIME offers apologies ★

Aug. 21, 1930

Aug. 21

BOSTON-GO'S TWO SONS LOOK ALIKE

... until they start to run



BREEZE-BYE and PASS-BYE, the two racing sons of BOSTON-GO, are almost as alike as two peas. The same fine head, both having "the look of eagles," the same splendid shoulders, strong powerful backs and stout quarters. But BREEZE-BYE is a distance runner and can race his mile-and-a-quarter and ask for more, while PASS-BYE is a sprinter who "folds up" after six furlongs.

To the uninitiated advertiser, entering the "Three-Million" dollar

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of Greater Boston, there may seem little choice between the leading newspapers as advertising mediums.

To those who know, there is as great a difference as between SEEZE-BYE and PASS-BYE.

Boston's four leading metropolitan dailies, on careful analysis, resolve into two distinct groups. Those acquainted with advertising results in Boston will place three of these papers in one group. In the other, by itself, they will place the Boston Herald-Traveler.

The reason for this grouping is that Boston is in reality two cities in one. Its population, though an entity, is divided by an invisible line of heredity, environment, tradition, habit and sentiment, into two distinct bodies. So wide apart are these interests that no one newspaper can possibly appeal to both. As a natural result Boston newspapers have had to select which group of citizens they would serve.

The three leading contemporaries of the Herald-Traveler focus their attention on one part of this citizenry. The Boston Herald-Traveler is planned, written and edited to serve the interests of the other group—that part which experience has proved to be the backbone of Boston's buying capacity.

In substantiation of this statement we offer as evidence the judgment of both local and national advertisers—The Boston Herald-Traveler leads all Boston newspapers in total of advertising lineage.

To completely cover Boston, the fourth largest American metropolitan market, use the Herald-Traveler and one of the other three leading dailies.

For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily newspapers.

Advertising Representatives:
GEORGE A. McDEVITT CO.
New York Chicago Philadelphia Detroit

HERALD-TRAVELER



Aug. 21, 1930

Aug. 21, 1930



91,994

Electrical Consumers in Greater Louisville

Here is a progressive, modern community of three cities—Louisville, Kentucky, New Albany and Jeffersonville, Indiana—and their suburbs—a population of 417,861.

This Metropolitan area, which is practically one great city, is the center of a rich, progressive, modern market—

KENTUCKIANA—the Greater Louisville market, includes practically all of Kentucky and a large portion of Southern Indiana. It is particularly unique in one respect—it can be adequately reached through only one medium—

• MEMBERS •

Audit Bureau of Circulations
100,000 Group
of American Cities

Represented Nationally by

THE BECKWITH
SPECIAL AGENCY

**THE COURIER JOURNAL
THE LOUISVILLE TIMES**

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just had to ease up for a little time or so. If we have faith in ourselves and in America—and I think we have—that little time, in my opinion, will not continue for an unduly long period."

Thus the chairman of a billion-dollar holding company, allied closely with the most important banking and financial interests in the country, states a truth that has been overlooked by some important management executives, namely, that the psychology of the situation might alter a managerial policy which in other national economic circumstances might seem advisable.

* * *

The importance of emphasizing the constructive spirit in management is well expressed in the following congratulatory letter from:

H. S. DENNISON
DENNISON MANUFACTURING
COMPANY

"MY DEAR DICKINSON:

"Bully for you. Keep at it. Wages may ease, though I hope not—but such fighting as you're doing will keep them above where they would have been, anyhow. It is one of the major social issues. Fixing public habits of thought will settle it. And you are helping magnificently to fix them right."

Mr. Dennison has for many years been a leader in the ranks of modern management. Also known as a keen economist, he has been called in at the time of Presidential unemployment conferences as an economic adviser. His statement that the matter of wages is one of the major social issues is an interesting one. No important board of inquiry has ever made a complete inquiry to try to discover the exactly fair division of the profits produced by the joint efforts of capital and labor.

It might possibly be discovered that far more companies have been failures because of over-capitalization than because they paid too high wages.

* * *

Because of the cheerful state-

ments of fact found in many of the wires and letters from big business executives which PRINTERS' INK has run in this series, others are willing to tell their good news also. For example:

J. F. O'SHAUGNESSY
General Manager
U. S. RUBBER COMPANY

"Here's another wailing Willie smiter to pass on to your friend Floyd Gibbons. Today's papers carry the news that U. S. Tire sales broke a five-year record in July."

* * *

The following letter, the first statement from an advertising agent on a subject which Mr. Dennison calls of major social importance, is from the pen of

EMIL BRISACHER
EMIL BRISACHER & STAFF

"When a nation is mentally depressed as is America at the present time, statements by industrial leaders such as were recently contained in PRINTERS' INK provide a needed tonic. We are not only suffering from subnormal business but also from the excess amount of Pollyanna propaganda which for some months raised hopes to unfounded heights, from which stern reality plunged the business world into comparatively greater depths than actual conditions warrant.

"Now, more than ever, does bad news travel fast, and the industrials which are prospering are apt to be unnoticed. No better evidence of what good management and aggressive merchandising tactics can do, even in an industry which has been as a whole harder hit than the average, is the statement of our client, The Paraffine Companies, Inc., which was contained in your recent article. This company batted 1000 per cent in employment and wage retention, and the current annual sales report shows an equivalent standing.

"As advertising men we have an intimate knowledge of the actual conditions of numerous manufacturers in unrelated lines. Today, as always, does Napoleon's

Aug. 21, 1930

Aug. 21, 1930

historic phrase, 'Circumstances, I make circumstances,' apply. Regardless of the state of their respective industries, we find that those organizations which have kept their heads and intensified their advertising and sales efforts are making the greatest progress.

"Among our own clientele we find a surprisingly large number of advertisers who are establishing new sales and profit records while competitors are frantically endeavoring to salvage profits by reducing sales and advertising expenditures. One of our clients is 45 per cent ahead of 1929. Another who doubled his 1930 advertising campaign reports a 30 per cent sales increase together with a greater profit ratio than normal. Increased advertising and sales effort seems to be a far more efficient remedy than decreased overhead—it's easier, of course, to reduce expenses, but, unfortunately, sales seem to decline disproportionately.

"Then, too, many manufacturers are today taking advantage of an opportunity to buy greater consumer attention for their money because of lessened competitive advertising.

"We don't wish to set up advertising as a cure-all, but the sales charts that we have seen prove conclusively that the dips in the sales curve of aggressive advertisers are far less than those of their industries."

Mr. Brisacher's last sentence is significant. It is worth noting that most of the statements from industrial leaders which have appeared in these pages are from large national advertisers.

* * *

Calvin Coolidge, in his daily newspaper column for August 16, after referring to the recent announcements from leading industrialists that they will not reduce wages, makes the added suggestion that employers post notices in their plants that they will make no more discharges except for cause.

It would be entirely possible for many progressive employers to post such a notice, binding themselves for a restricted time and such an

announcement would do much to banish fear of losing their jobs among thousands of workmen.

Fear holds back purchasing power; banishing fear wherever possible will help release it.

Dayton Dental Merges with Ransom & Randolph Company

The Dayton Dental Supply Company, Dayton, Ohio, has merged with the Ransom & Randolph Company, Toledo. The new concern, which will be known as the Ransom & Randolph Company, will have its headquarters at Toledo. Harry E. Carley, president of the Dayton company, has been made manager and director of the Dayton-Cincinnati district of the merged company. R. E. Munn, president of the Ransom & Randolph company, continues as president of the merged company.

Directs Pabst and Puritan Advertising

Walter R. Greenlee, advertising manager of the Puritan Malt Extract Company, Milwaukee, is now also advertising director of the Pabst Corporation, also of that city. The two companies recently merged, but are continuing operations under their own names.

A. Stein & Company Acquire A. T. Van Alstyne Business

The business of A. T. Van Alstyne, Three Rivers, Mich., maker of A. T. V. Sanitary specialties, has been acquired by A. Stein & Company, Chicago. The Stein company will manufacture A. T. V. products at Chicago and will feature them as a separate line from its Hickory products.

Industrial Rayon Elects A. A. Murphy

Arthur A. Murphy has been elected vice-president in charge of sales of the Industrial Rayon Corporation, Cleveland. He has been sales manager of the company for the last four years.

Opens Own Studio at San Francisco

W. H. Andrews, formerly with the San Francisco art staff of Foster & Kleiser, outdoor advertising, has opened his own advertising art studio at that city, at 576 Sacramento Street.

Toronto Agency Opens Montreal Office

The Tandy Advertising Agency, Ltd., Toronto, has opened an office at Montreal. John M. Cooper is manager.

Sales of the H. C. Bohack Company, Inc., chain grocery stores, for the six months ended August 2, 1930, amounted to \$15,611,000, against \$13,997,662 for the corresponding period of last year, an increase of 11.5 per cent.

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After a Century of the Boston Transcript

From the Boston Globe

"Department by department it excels. Its news and makeup are dignified; its magazine section does twice a week what monthly magazines do only twelve times a year and does it better than many, if not most of them."

New York Times

"Under the ownership of one thrifty family it has managed to preserve a tone and temper of its own. It is tolerant. It is intelligent. It is eclectic. It is well bred."

Philadelphia Inquirer

"Its hundred years have not dimmed or transformed those qualities which have given it an honorable place in American newspaper history."

New York Herald-Tribune

"—amazing that for two centuries previous, Bostonians had been able to get along without any Transcript at all."

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago San Francisco Los Angeles Seattle

Aug. 21, 1930

Aug. 21,



FASHION MERCHANDISING

is an integral part of the Creative Market offered by Harper's Bazaar. Designed to assist retail stores in the selection, promotion, and selling of fashion merchandise, it has been enthusiastically received by the stores ever since its first issue, last February.

FASHION MERCHANDISING

interprets the highlights of Harper's Bazaar for store use, and furthers the sale of fashionable products which are advertised in Harper's Bazaar, by calling them to the attention of the stores.

FASHION MERCHANDISING

is sent to merchandise managers, stylists, advertising executives, personnel directors, and buyers of the seasonable departments with which each issue deals, in the 1200 selected stores on Harper's Bazaar's lists.

For September

two additions of FASHION MERCHANDISING are being issued—one features Cosmetics, the other The Autumn Ensemble, including fabrics.

For October

FASHION MERCHANDISING will cover The Paris Openings and Winter Fashions, and will feature Shoes and Hosiery, Ready-to-Wear, and Accessories.

Full-page and Half-page

advertisements under these classifications, appearing in the respective issues of Harper's Bazaar, will be reprinted in Fashion Merchandising. Sample copies and further details will be sent upon request.

Frederick Drake
Business Manager

Harper's Bazaar

2 Madison Avenue
New York City

Department Stores Are Learning How to Sell Style

Some Things Manufacturers Should Know About Style Merchandising in Stores

By Ruth Leigh

MANUFACTURERS whose products are distributed through department stores or large departmentalized specialty shops, will do well to keep in touch with an interesting situation that has developed in the style merchandising activities of large retail organizations. It is this: Large stores are beginning to realize that in the excitement and enthusiasm of the last year or two to meet public demand for style and color in wearing apparel, home furnishings and other merchandise, practically all the brains, power and energies of large retail organizations have been focused on the functions of successful buying.

Buyers' jobs have been turned inside out; stylists hired and fired; merchandise managers discharged overnight; manufacturers beset on all sides for new styles, new colors—all with one object: To insure the store's merchandise being style-right, color-right, ensemble-right—right from every conceivable style angle that consumers may demand.

In the midst of all this style buying turmoil, stores have suddenly stopped to ask themselves this very simple question: What are we doing to try to sell all this carefully bought merchandise to the public?

At the convention of the National Retail Dry Goods Association, Grace D. Ely, of the Research Bureau of the University of Pittsburgh, described the situation: "For weeks, merchandise men, buyers, fashionists and publicity men have been busy studying reports from fashion centers, examining manufacturers' showings, clipping fashion periodicals. . . . Why should there be any more conferences, meetings and clinics for the purpose of deciding what to put

into stock than there are similar occasions for deciding how to get it out of stock? Buying merchandise for a store is a responsible, important job, but doesn't the obligation of helping to sell it carry with it equal responsibility and importance?"

A New Set of Selling Problems

Having gradually recognized the logic of this need, we find large stores today engaged in effecting a normal balance between style buying and style selling. In doing this with a recognition of new trends in consumer buying, stores find themselves confronted with a new set of selling problems.

The object of this article, therefore, is to outline for manufacturers the salient facts forming these problems, and to explain what stores are doing to prepare their selling staffs to present this skillfully bought, style-right merchandise to the public. Advertisers will do well to keep informed about this, because ultimately it will affect the public's buying habits, as well as manufacturers' educational policies in large stores.

We are concerned here not with the department stores' efforts to advertise style-right merchandise to the public, but with their work of teaching salespeople to sell it. Not that there is anything new or unique in department store training work. What stores are growing to realize, however, is their increasing dependence upon their salespeople to present this carefully bought merchandise to the shopping public.

The most significant change—manufacturers in contact with store officials may have noticed this—is in the attitude of the store management toward the training of salespeople. Previously, store executives tolerated the training

department as a necessary, but scarcely important, part of the organization's overhead. They relegated it to an upstairs classroom where it functioned well or indifferently, according to the interest of store executives in its activities.

Today, the real meaning of a training department has dawned on many store owners. They have begun to realize that unless it *really trains* salespeople to sell this style and color merchandise, it is useless. And if it does not successfully perform its function, store owners are growing interested in establishing some form of training for salespeople that really does insure their selling carefully bought style merchandise. Store officials are becoming increasingly interested, therefore, in contacts with manufacturers who show some willingness to help teach salespeople to sell their goods.

In stores that have stylists or fashionists or that maintain a fashion bureau of some kind, an increasing amount of the teaching of salespeople is done by the fashionists. Stores find that those who have a hand in buying merchandise can convey its important selling points more successfully than a store's training department. It is important for manufacturers to recognize, therefore, in contacts with a store's fashionist or style bureau, that much of the instructing of salespeople will be done by this individual. Any points that will help salespeople should be told to the store's fashion experts.

How Mrs. Customer Buys

The public's new habits of ensemble buying have created an entirely new set of selling problems, both for stores and for manufacturers. Mrs. Customer thinks of hosiery, for example, as one part of a complete costume picture she is building. And if she regards her floor coverings as one note in a room's ensemble decoration, it stands to reason that these articles can no longer be sold as isolated units. This means that stores must teach their salespeople to sell on the ensemble plan, just as the consumer buys. Simple as this

seems, it becomes an almost overwhelming responsibility in a large store that handles many lines. It means, for example, that furniture salesmen must know rugs and draperies; that saleswomen who sell pots and pans in color must know something about kitchen linoleum and kitchen curtains; that the shoe saleswoman must know the store's handbag line thoroughly—and so on. Salespeople, according to today's style merchandising, are no longer specialists in one line—they must be able to talk intelligently about any or all of the merchandise lines comprising the ensemble.

Manufacturers are probably finding, therefore, that the more stress a large store places upon co-ordinated buying, the more prominence it gives to teaching its salespeople to sell merchandise in a co-ordinated way. That is why, in informing salespeople about new merchandise at the beginning of each season, stores find it the best plan today to show it, not to small departmental groups, but to related groups, say, of ready-to-wear or home-furnishings salespeople. Some stores that feel keenly the importance of ensemble selling, hold weekly correlated meetings of all salespeople. It may be nothing more than an informal discussion for the purpose of familiarizing salespeople in each department with what related or co-ordinated departments are showing.

The important thing for manufacturers to recognize in contacts with retail stores is that today's plan of ensemble merchandising to the public is necessitating a new form of teaching salespeople to sell in terms of ensembles. The manufacturer who undertakes any form of co-operation with a store will do well to recognize that it is not enough to discuss his own goods exclusively; they must be considered almost entirely in relation to other units of the ensemble.

This is particularly important in view of the new trend in retail selling—that of allowing salespeople to circulate from one department to another, in assisting a customer. It is no longer neces-

THE BUSINESS WEEK

The Journal of Business News and Interpretation

July 2, 1930

To Enthusiastic Hearse-Drivers

ON the cover of last week's issue we said we thought American business, in the present situation, is giving a pretty poor exhibition of its proverbial spunk and shrewdness. We meant it, and repeat it.

There are exceptions, of course. We could mention dozens of American business concerns that are not adjourning for golf on Fridays, or sitting around grousing because business is bad, or because we are in a depression, and ought to act like it. On the plausible assumption that somebody will be doing business right along, they are going ahead with their plans for getting as much of it as they can get (including some of the other fellow's) and in many cases making as much money as they did in years before last.

But by and large, American business has grown soft and spoiled in consequence of a long period of easy, piping times, with things taking care of themselves and everything coming its way. It has almost forgotten how to buckle down to work, use its brains, and make intelligent, prompt adjustments to changing conditions or new obstacles; and it hates like the deuce to begin. It seems instead to get a perverse and puerile pleasure out of blufunking about and playing "Let's all be depressed."

The truth is this sort of behavior has become a bit ridiculous and childish for a community of healthy, intelligent, adult business men. Sure it's a business depression, worst since 1921, if you like; terrible. We know all about it now—or plenty. We've measured it up, down, and sideways with our statistical micrometers and stethoscopes; taken its pulse,

examined its tongue, and reported regularly to the doctor and the nurses. We've noted all the serious obstacles to recovery—the big stocks of staple commodities, the excess productive capacity and falling prices the world over; the profound maladjustment of costs and prices; the artificial efforts to juggle prices and hold supplies; the outbreak of a protectionist, imperialist, or nationalistic prickly heat rash of tariff wars, subsidies, trade obstructions; the political disturbances and social unrest abroad; the loss of confidence in the government at home.

Well, what shall we do, doctor? Summon the relatives, call the priest, notify the undertaker?

"Not on your life," says the patient. "I've been through this sort of thing before, and seen lots worse that you wouldn't remember—even grass growing between the cobbles of Wall Street. These handicaps are painful, especially since some of them are the result of my own folly; but they won't kill me or keep me down much longer. You know as well as I do that I am going to recover, as always, and that I'll begin just when I seem to be worst, and when you are most pessimistic. When I do, the whole world will know it, from China to Peru. Don't lay any bets on my demise, or waste your time loafing on the mourners' bench. If you're not around when I get up you'll be missing something."

Sumner, of Yale, one of the hardest heads and broadest minds of this country, had only one precept for his students. He asked nothing, expected nothing of them; only—he used to say to every new class: "Don't be a damn fool."

Some day soon some business men are going to wish they hadn't been, or hadn't listened to so many.

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<small>Managing Editor, Max A. Rose</small>	<small>News Editor, Ralph B. Smith</small>
<small>Economic, Virgil Jordan</small>	<small>Art Director, Perry Gilmore</small>
<small>Marketing, Gordon James</small>	<small>Picture, D. B. Woodward</small>
<small>Aviation, E. P. Warner</small>	<small>Industrial Production, K. W. Stillman</small>
<small>Transportation and Utilities,</small>	<small>Commerce, Robertson</small>
<small>J. F. Chaffee</small>	<small>R. L. H. Johnson</small>
<small>Washington, Paul Weyman</small>	<small>Chicago, John Miller</small>
<small>European News Director,</small>	<small>Albert Baldwin</small>
<small>7 Boulevard Haussmann, Paris</small>	<small>Cable Address, Burwood, Paris</small>

No pussy- footing

On July 2nd this editorial appeared in **THE BUSINESS WEEK**.

Business took it up; business men repeated it.

Newspapers—hundreds of them—quoted it; some took full page space to display its opinion.

Business papers and magazines joined the refrain.

Corporations sent it to officers, reprinted and broadcast it to customers and employees.

It has been called the most-quoted editorial of the year.

Yet, for *THE BUSINESS WEEK* it is not an exceptional editorial.

Opinion always has been and always will be an important



part of its publishing philosophy.

To print the record of business is not enough.

***THE BUSINESS WEEK* is of as well as about business.**

Every week it has something constructive to say about business, and it does not hesitate to say it.

First to say "The worst is over," it is believed because it early warned "The worst is yet to come."

Sincerity is but one of the reasons for its enthusiastic acceptance by the foremost business executives of the country.

sary, for instance, for Mary Jones, in the glove department, waiting on Mrs. Customer, to send her to the hosiery section after she is finished. Mary Jones says to her customer: "I'll be glad to come with you to the hosiery section and help you select the correct shade."

Almost all the large stores today are permitting salespeople to accompany customers from department to department, to facilitate the buying of a complete ensemble. This is an important point for manufacturers, in contact with retail stores, to recognize. It may not be necessary for a manufacturer of drapery fabrics, for example, directly to inform all the individual salespeople in related departments—floor coverings, furniture, lamps—about his merchandise. He will do well to recognize, however, that salespeople in all these related departments can—and do—exert a direct influence upon the sale of his product.

Here is an interesting angle of the fashion training problem that many stores are beginning to recognize: It is easy to overfeed retail salespeople with fashion or decorating facts. What happens, therefore, is that salespeople get mental indigestion; they have so much information that they use it indiscriminately. Either it is incorrectly repeated to customers or it is stated in such a haughty, superior fashion (with salespeople, a little knowledge is a dangerous thing) that stores have been obliged to revise their fashion training programs. For example, they have found that it is absurd to teach a saleswoman fact after fact about Chanel's necklines, about Patou's models, or about modernistic furniture—simply cramming her head with isolated data. What is much more important for a saleswoman to know, in her everyday selling contacts with Mrs. Jones and Mrs. Smith, is whether a Chanel neckline will look well with Mrs. Jones' double chin, or whether Mrs. Smith's 200 pounds can stand the lines of a Patou model. Stores have recognized that fashion information is absolutely useless unless intelligently applied to the individual needs of

a customer. For that reason, much of the early fashion training done in stores has had to be greatly revised.

It is difficult to point to specific ways in which manufacturers can be of help in getting style and color merchandise intelligently sold to the public. No doubt, some of the explanations in this article will suggest ideas to manufacturers. It is not necessarily urged that manufacturers inaugurate entirely new training plans on the basis of facts outlined, but merely that, by keeping informed of developments in the store-training field, they will be able to offer sales co-operation of a more practical nature.

France Honors E. V. Neal

E. Virgil Neal, founder and president of *Maison Tokalon*, Paris, has been decorated with the Cross of the Legion of Honor by the French Government. He also has received from the King of Italy the *Cravate di Commendatore della Corona d'Italia*.

For many years Mr. Neal directed the advertising in the United States of Nuxated Iron, which business he sold to the William R. Warner Company in order to devote more attention to his European enterprises which include the Tokalon line of toilet specialties.

Plans are in progress, it is reported, for a campaign to market, nationally, the Tokalon line in the United States. Bennett Bates, son of Charles Austin Bates, is now associated with the *Maison Tokalon*.

F. W. Geisler Leaves Lord & Thomas and Logan

F. W. Geisler has resigned his connection with Lord & Thomas and Logan, Inc., to devote his time to personal interests. He has been with this agency for over ten years, having, in 1919, joined Thomas F. Logan, Inc., as Western manager. He continued in that position until the merger with Lord & Thomas in 1926 and since then has been identified with the merged companies.

Radio Account to Western Agency

Ozarks, Inc., Chicago, manufacturer of radio receiving sets, has placed its advertising account with the Chicago office of the Western Advertising Agency, Inc., Racine, Wis.

J. G. Townsend Joins San Francisco "Examiner"

J. G. Townsend, formerly with the merchandising division of the McCall Company, has joined the local display advertising sales staff of the San Francisco *Examiner*.

Shades of Instalment Selling!

"Never Spend Money Until You Have Earned It," Advised
George P. Rowell

Eleventh Episode

I WAS left in full charge of his private affairs while Mr. Rowell made a trip to Alaska. It was his good fortune, and my misfortune, that I sold all his Brooklyn real estate. *I sold myself out of a job.*

Mr. Rowell returned unexpectedly, as was his habit, one Tuesday morning. He soon had my report and almost as soon (I never knew a man who acted quicker) he decided there were not sufficient private duties to justify my position.

Coming up from his office a little later, he said: "Frank, how do you like Mr. Draper, chief of the estimate department?"

"I do not like him at all—he's an old woman with no confidence in himself," was the gist of my reply.

"Well, that's very interesting, I have just made arrangements whereby you become his assistant. Balance your account, hand me the cash and report to Mr. Draper at noon. The agency will pay you for half of today."

Planning for my vacation, I had purchased a rather elaborate outfit and was nearly two weeks overdrawn on my salary account. How Mr. Rowell had discovered this I shall never know, but I am sure he had. How was I to balance that cash account?

Being in this serious predicament and terribly worried, I

This is the eleventh of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

hastened to a friend who, fortunately, could advance me the amount. I had no sooner placed the money in the cash drawer than Mr. Rowell spoke.

"You did very well in my absence. You may credit yourself with two weeks' salary before closing the books. I am sorry, but you will lose your vacation by this change. Now go downstairs and work seriously with Mr. Draper—you may not find him so difficult to deal with if you meet him half way. I shall watch you."

Some months later Mr. Rowell suggested: "You did not miss your vacation very much, did you? It does not pay a business man to plan his pleasure too far in advance. And remember this: it is always unwise to incur debt for the sake of either pleasure or personal appearance. Never spend money until you have earned it. Your anticipations may be disappointed."

He encouraged me to overcome a personal feeling against a man who later proved my good friend and he taught me the fallacy of spending what was not mine.

Appoints Small, Spencer & Levings

The Manitowoc, Wis., *Herald-News*, has appointed Small, Spencer & Levings, Inc., publishers' representative, as its national advertising representative, effective September 1. The *Herald-News* is joining a group representation of five Wisconsin papers including the Green Bay *Press-Gazette*, Appleton *Post-Crescent*, Oshkosh *Northwestern* and Fond du Lac *Commonwealth-Reporter*, also represented by Small, Spencer & Levings.

Aug. 21, 1930

Aug. 21

A great company enters the

WHAT
WARNER BROS.
INDUSTRIAL AND
COMMERCIAL
DEPARTMENT
OFFERS YOU

With a Warner Industrial Picture you can show the manufacturing processes that go into your product, present new ideas to your salesmen or dealers, or bring home to your prospects a living picture of your company and what it means.

Or, by the use of a sponsored picture, you can advertise directly to an audience of 5,000,000 people who attend the best moving picture theatres. They cannot miss your advertisement when it is shown on the screen.

WARNER BROS. INDUSTRIAL PICTURES, Inc.
220 West 42nd St., New York City

Please send illustrated book and full details on Industrial Picture making.

NAME _____

COMPANY _____

ADDRESS _____

The cost of this service is less than you think. Write for illustrated book describing the possibilities of the industrial pictures. Advertising agencies are urged to get in touch with us regarding making pictures for their clients.

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**WARNER BROS. lead the field
in entertainment pictures. With
one bold stride they have now
advanced to the forefront of
the commercial field.**

**You now can have an industrial
motion picture made by the
company that brought the Talk-
ing Picture to the world !**



**WARNER BROS.
INDUSTRIAL PICTURES, INC.**

A SUBSIDIARY OF WARNER BROS. PICTURES, INC.

**220 West 42nd Street
New York City**

Branches in 26 Cities in the United States and throughout the World

WHAT WARNER BROS. PROMISE. WARNER BROS. DELIVER

Chains' Methods Uneconomic, Says Coffee Association

NATIONAL COFFEE ROASTERS
ASSOCIATION
New York City

August 14, 1930.

Editor of PRINTERS' INK:

In an article in the August 14 issue of PRINTERS' INK,* a chain-store executive is quoted as saying that "when the break came in the green coffee market, and prices dropped to low levels, the manufacturers of the nationally advertised brands were slow in adjusting their prices. When they did, their adjustment was not in proportion to the coffee market decline."

This statement is so absolutely unfair, and so completely inaccurate as to make it imperative, from the standpoint of a regard for the facts, that a true statement of the situation be given.

In the first place the manufacturers of the nationally advertised brands were *not* very slow in adjusting their prices. The break which came in the green coffee market in October applied primarily to future prices on the Exchange, and not to the actual spot cost of coffee. It was, in fact, almost two months after the break before coffee generally became available at the new prices.

Chain stores, however, proceeded to anticipate the actual price decline by giving consumers the benefit of a decline which they themselves had not yet received. In other words, they were making unwarranted price cuts in order to capitalize the publicity which had been given the break in the coffee market—and not, as Mr. Parsloe insists, to offer altruistic protection to the interests of the consumer. No better proof of our contention is needed than the fact that there are well authenticated instances of

*The article referred to was entitled: "Can Lower Prices Take the Place of Advertised Brands?" The chain-store executive mentioned in the above letter is F. L. Parsloe, controller, H. C. Boeck Co.

chain stores buying coffee from independent roasters and reselling it to consumers at a price below the cost to them.

At the proper time the prices of the nationally advertised brands were adjusted, *and in full proportion to the market decline.*

Regarding this phase of the question, it should be noted that the greatest decline was in the price of Brazilian coffees, and that the price of the higher grades coming from countries other than Brazil was proportionately less affected by the market break. Since the nationally advertised brands contain a much greater proportion of the better grades of coffee than do the blends widely marketed by chain organizations, a similar price cut would not have been justified. Particularly is this so in view of the fact that many chains cut the price of coffee more than the decline in the market warranted.

Furthermore, the claim that chains are "giving customers the opportunity to buy unadvertised merchandise of comparable quality" is astonishing to anyone familiar with coffee blends. Private chain blends sold on a strictly price basis are generally not comparable in quality with the advertised brands, and any such comparison, if made, would be decidedly to the disadvantage of the private brands.

In closing, I would like to point out that the assertion "that as a result, the business on the national brands fell off considerably" is entirely gratuitous. Total sales of practically all the widely advertised brands of coffee have shown a healthy increase since the market break, despite the fact that the proportion of such brands sold by chain organizations may have been reduced through the "pushing" of lower priced private blends.

W. F. WILLIAMSON,
Secretary-Manager.

Measuring Sales Potentials

IV. The General Market Index

By L. D. H. Weld

Director of Research, The H. K. McCann Company

IT has been pointed out in a previous article that one of the common mistakes in present-day practice is to assume that a single index of buying power can be used to measure the market possibilities for any and all products. Although such use of a general index must be guarded against, it is worth while to have on hand an index that measures general purchasing power, for the reasons given below.

A general market index reflects the economic well-being of individual communities, irrespective of their desire or ability to buy individual articles. For example, a jobber in a certain city was concerned because the industry and trade of his city were not thriving as much as the business and trade of cities in other parts of the country. By analyzing the trading area of this city, composed of one whole State and parts of several others, it was found by applying the market index described below that the per capita buying power was only about 80 per cent of the average per capita buying power of the United States. This at least indicated one reason for the backwardness of the city in question.

Another reason why it is worth while to have a general market index is that it helps in measuring the potential market for an individual commodity. In fact, there are some articles of very general consumption for which a general market index alone measures the potential market with considerable accuracy. For most products, however, general buying power may be one of the factors that determine the potential market, but in addition there are other special factors which have specific bearings on the markets for the commodities in question. In other words, the general market index is very often one

factor which must be combined with others, by using the multiple correlation method described in the preceding article to determine the potential market.

Finally, as will be explained in the next article, a general market index is helpful in analyzing the quality of circulation of individual magazines.

Pennsylvania's Guide

Granted, therefore, that a general market index is decidedly useful, the first step in making one was to apply the correlation process in the construction of such an index. Experiments were made by correlating various factors with estimated income by States, and a combination of factors was made through multiple correlation, which gave very good results. When this index was set up by counties, it was found that it correlated closely with retail sales per capita by counties in Pennsylvania. This is the only State for which such figures are available, due to a State tax on retail sales.

It was assumed that no better indication of total purchasing power could be found than the aggregate retail sales of all commodities by counties. Because the Pennsylvania figures are collected for taxation purposes, it is probable that they are somewhat understated. It may be assumed, however, that this error is fairly constant in all counties, so that the relationship from county to county is not injured.

We therefore started again by using per capita retail sales of the sixty-seven counties of Pennsylvania as our basic series, and we correlated with these figures practically every individual factor on which we could obtain county data. It was our plan, after we had obtained a good index of general purchasing power for Pennsylvania, to go back and test out

This series of articles, which is being published in consecutive issues, started with the issue of July 31.

Aug. 21, 1930

Aug. 21

Looking down on Broad Street at Walnut in the heart of the changing business district.



PHILADELPHIA

*where this newspaper delivers
a unique Market Service*



572,600 homes in Philadelphia and the immediate suburbs, spend more than sixteen million dollars each week in the retail shops of Philadelphia.

THE most effective market service ever known to national advertisers is available in Philadelphia, today: a service which places this market first, in sales importance, among the metropolitan centers of America.

Philadelphians are unusual in their reading habits, in their overwhelming preference for one newspaper. The Evening Bulletin, through thirty-five years under its present publisher, has won a commanding position in Philadelphia business—in the home

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New York Office
Chicago Office: 3

Aug. 21, 1930



A program of building upon merit, without premium, contests or sensational treatment of news, has made history in newspaper coverage: 572,600 homes in the city and suburbs; a circulation of 555,711, almost entirely concentrated in this area. The confidence of business is reflected by retail advertising; more individual retail store advertisements appear in The Bulletin in six days than in all other Philadelphia newspapers in seven. The confidence of national advertisers gives The Bulletin more line-space in six days than any Philadelphia daily and Sunday newspaper. Salesmen armed with "a campaign in The Bulletin" find a responsive trade, a condition which speeds distribution and keeps sales costs low.

**Buy in Philadelphia, where one newspaper delivers a unique
market service—the coverage of nearly every home at a low cost.**

WILLIAM L. MCLEAN, PUBLISHER

THE EVENING BULLETIN

CITY HALL SQUARE, PHILADELPHIA

New York Office: 247 Park Ave.
Chicago Office: 333 N. Michigan Ave.

Detroit Office: 321 Lafayette Blvd.
San Francisco Office: 681 Market St.



Distribution is easier, quicker and cheaper from Philadelphia. More consumers can be reached from Philadelphia, with a shorter haul, than from any other point in America. (Above—The new Terminal Commerce Building of the Reading Railroad Company.)

© 1930, Bulletin Co.

Aug. 21, 1930

our formula for the country as a whole.

We computed the correlation coefficients for some twenty-five different factors, including the circulations of several leading magazines, with retail sales by counties in Pennsylvania. After selecting five or six of the factors having the highest degrees of correlation, we figured the "partial" correlations—an additional process which helps to eliminate factors that simply duplicate others. We finally decided on the four following factors:

- Number of income tax returns.
- Number of domestic lighting customers.
- Bank deposits.
- Combined circulation of four leading magazines.

In selecting the magazines used in this index, we tried out the combined circulations of various groupings of the magazines which showed the highest individual correlations. We had hoped that we would not have to include magazine circulation in our formula because we wanted an independent index against which we could measure the quality of magazine circulation. But the group of

magazines selected added materially to our result, and we felt obliged to retain them in the formula.

We decided that, after all, a general index compiled in this way could still be used to measure the quality of circulation of an individual magazine, because magazine circulation constitutes only one of the four factors used. Incidentally, the two or three magazines showing the highest degree of correlation with sales were not ones that are commonly used in sales quota work.

After compiling the general market index from the four factors mentioned above, using the multiple correlation process, we compared the results with actual sales in Pennsylvania. This comparison is shown on Chart I. The coefficient of multiple correlation is .85, which is a high enough degree of correlation for all practical purposes. It might have been possible by experimenting further and by adding one or two other factors, to have raised the correlation to .86 or .87, but it was decided that this would be a waste of time. There are always local conditions that cannot possibly be reduced to sta-

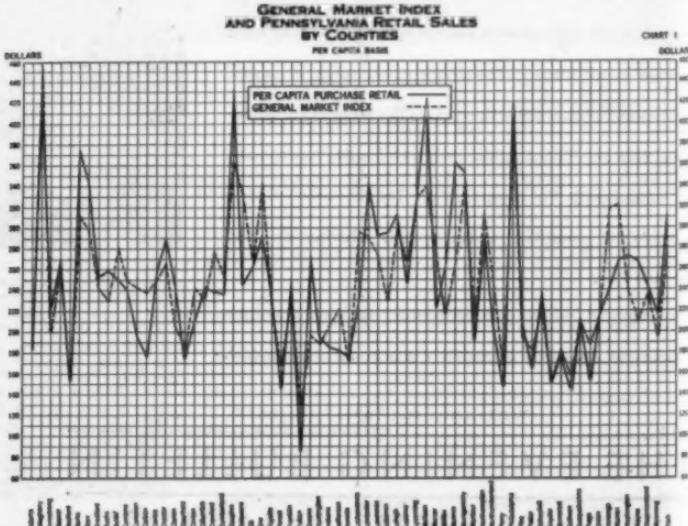


Chart I

Aug. 21

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stistical measurement. It must also be borne in mind that correlation work is laborious and time-consuming, and that, therefore, experimentation should stop when sufficiently accurate results have been obtained for practical purposes. Inspection of the chart shows that actual per capita retail sales, and estimated per capita sales based on the four factors enumerated above, follow each other very closely.

Having compiled a satisfactory general market index for Pennsylvania, the next step was to determine whether the formula would apply to the country as a whole. Accordingly, the same four factors were compiled by States. This new series by States was then compared with various data on a State basis, with satisfactory results. But the most amazing check resulted from the correlation of this index with the combined sales of a group of large manufacturers who distribute nationally many well-known and universally used products. The relationship is brought out in Chart II, and the coefficient is + .92.

It is indeed remarkable that an index based on retail sales by counties in Pennsylvania should check so closely with the combined sales

of a group of large manufacturers by States. It is good proof that the general market index is valid for the whole country.

In this second chart, the index and the per capita sales of the group of manufacturers are expressed in true index form, as percentages of the average for the whole country. This is a useful device, which brings two sets of data onto the same scale, and in the same general position on the chart. The correlation process itself can be carried out either by using actual per capita figures, or by reducing them to index form in the first place, as described above.

Most of the work described in these articles has been done by using actual per capita figures. This means that units of different sizes are used in the various series, and this further means that the multiple correlation weights have to provide for differences in sizes of units as well as differences in relative importance of the factors.

This general market index has been computed for each of the 3,073 counties in the United States. By placing the data for each county on a separate card, it is possible to sort them out and com-

GENERAL MARKET INDEX
AND COMBINED SALES OF SEVERAL LEADING MANUFACTURERS
BY STATES

PER CAPITA BASIS EXPRESSED AS PERCENT OF U. S. AVERAGE

CHART II

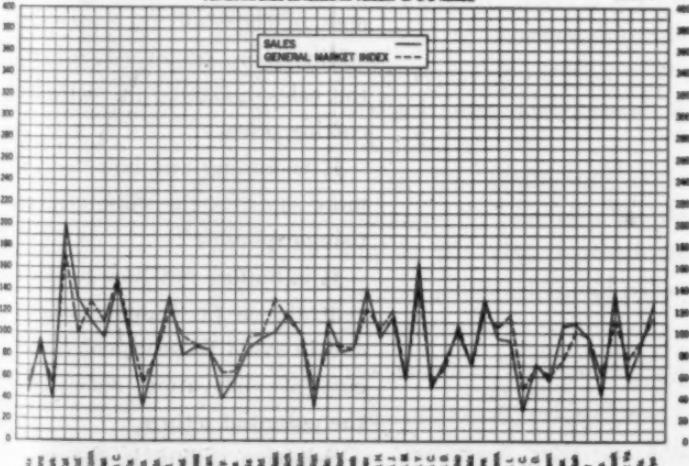


Chart II

HURDLE

*high sales costs
with*

The MULTIGRAPH

SALES management is striking a new stride today to get past the obstacle of high selling costs without tripping.

It is finding out how to add more sales to the total volume . . . without adding more salesmen to the staff . . . without adding more travel expense to the sales budget . . . without cutting prices.

It is finding out how to get more sales for the same advertising expense.

It is finding out how to concentrate on profitable markets and to avoid those in which the cost of cultivation outweighs the potential return.

Selective selling is the new technique that meets modern

At one r
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At one revolution of the drum the Addressing Multigraph writes the letter, fills in the name, address, and salutation, adds a facsimile signature, and addresses the envelope.

business demands. The Addressing Multigraph is a modern tool of salesmanship that helps to make selective selling methods easy and economical to apply.

Ask the Multigraph representative in your city for details of the ways in which the Multigraph is helping to reduce sales expense. Or write to:

**The American Multigraph Sales
Company**

1800 East 40th St., Cleveland, Ohio

The Multigraph Sales Co., Ltd.
137 Wellington St., West, Toronto, Ont.
(or consult your telephone directory)

Aug. 21, 1930

bine them so as to set up the index for any set of sales territories or trading areas that one may want to use, provided they don't cut county lines. Even where they do cut county lines, it is possible to make the necessary county split-ups with approximate accuracy.

The general market index for each State in the Union is presented in the following table:

The General Market Index by States

(Average for the U. S. = 100)

Alabama	53.6
Arizona	88.5
Arkansas	54.4
California	174.0
Colorado	101.7
Connecticut	130.1
Delaware	111.2
District of Columbia	151.8
Florida	104.9
Georgia	54.8
Idaho	81.7
Illinois	121.6
Indiana	97.4
Iowa	89.6
Kansas	83.8
Kentucky	63.3
Louisiana	64.6
Maine	97.3
Maryland	99.5
Massachusetts	132.6
Michigan	112.0
Minnesota	99.4
Mississippi	47.8
Missouri	89.6
Montana	88.4
Nebraska	85.1
Nevada	123.8
New Hampshire	104.5
New Jersey	121.8
New Mexico	61.2
New York	144.7
North Carolina	55.6
North Dakota	67.9
Ohio	108.7
Oklahoma	70.7
Oregon	122.8
Pennsylvania	105.2
Rhode Island	117.7
South Carolina	49.0
South Dakota	70.2
Tennessee	61.3
Texas	74.9
Utah	101.0
Vermont	97.8
Virginia	62.8
Washington	112.8
West Virginia	76.0
Wisconsin	92.2
Wyoming	114.4

In this table, 100 = average per capita buying power of the country as a whole, and the index for each State is expressed as a percentage of this average. It may be a surprise to some people to see to what extent average per capita buying power varies in the different States.

Max Reiner Starts Own Business

Max Reiner has started his own business at Cleveland as a publishers' representative for business papers, with offices in the Smythe Building. He was formerly with The Edwin A. Machen Company, Cleveland, and, prior to that, was for ten years with the Penton Publishing Company, of that city.

Made Advertising Manager, Devoe & Raynolds

Ivor Kenway, who has been division manager of the Southern branches of the Devoe & Raynolds Company, Inc., New York, has been appointed advertising manager of that company. He succeeds Vincent D. Clausen, who has joined The H. K. McCann Company, New York, as an account executive.

Advertising Art Company Appoints M. C. Coleman

The Advertising Art Company, New York, has appointed Melville C. Coleman, formerly advertising manager of the *Service Bulletin* and an associate director of the publication bureau of the Automobile Salon, as sales and service manager of a newly created service department.

Rochester Agency Adds to Staff

Norman G. Doescher, formerly with the Rochester, N. Y., *Democrat & Chronicle*, and A. E. McElroy, formerly with the Cincinnati *Commercial Tribune*, are now with the Hutchins Advertising Company, Inc., Rochester. Other additions to the staff are Harold F. Macauley and John F. Brandt.

Auto Accessory Account to Cleveland Agency

Shepard & Moore, Inc., Cleveland, automobile accessories, has appointed The Seaver Brinkman Company, Cleveland advertising agency to direct its advertising account. Business publications and direct mail will be used.

New Account with Charles C. Green Agency

The A. Schoenhut Company, Philadelphia, manufacturer of toys, has appointed the Charles C. Green Advertising Agency, Inc., New York, as advertising counsel. Magazines are being used.

P. C. Smith, Vice-President, Wales Agency

Paul Cornwall Smith, for several years an account executive with the Frank Presbrey Company, has become vice-president of the Wales Advertising Company, Inc., New York, in charge of industrial sales development.

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Salesmen's Reports, Condensed

NEW YORK

Editor of PRINTERS' INK:

We are considering a change in the report form used by our salesmen in reporting expenses. We prefer a form more compact than the weekly book that we are now using and one with which the salesman could include a detailed report of calls and sales along with his expenses. We are especially interested in the details of calls. Can you tell us of such a form in actual use?

AN unusual measure of detail is packed into small space in the single-sheet report form used by the Wagner Manufacturing Company, of Cedar Falls, Ia., a concern, incidentally, that recently has adopted the single-sheet form as

side of a sheet $15\frac{1}{2}$ by $8\frac{1}{2}$ inches, the remaining half of that side being devoted to expense-report rules and instructions.

The entire reverse side of the sheet is ruled for the salesman's detailed report of calls. The sheet is ruled into ten columns. The first is headed, "Dealer and Town," and the second, "Date." Under a bracket, "Results of Call," there are six columns, designed for check-mark entries, and headed, respectively: "Has complete stock on hand" — "Re-call" — "Could Not See" — "Saw Prospect, Interview Refused" — "Made Appointment" — "Check Here If New Customer." The ninth column of the sheet is headed "SALE MADE (Enter amount)" and the tenth, "Write name of principal competitor in this column, or remarks."

Portion of the Wagner Manufacturing Company's Single-Sheet Salesman's Report Form

an improvement over the weekly "book."

On the financial side, the single-sheet form is advantageous in that it lends itself readily to "self-balancing." Thus, a salesman's expenses for the entire week can be spread upon a single piece of paper in which the cross-totals of items will isolate his totals of expenditures for each day. The bottom-totals will reveal his week's expenses for such classifications as hotel, railroad fare, Pullman, and so on; and the total of cross-totals compared with the total of bottom totals, if they coincide, will assure him that his arithmetic is straight.

In the Wagner company's form, the space for the detailed expense report occupies one-half of one

In print, in the upper-left corner of the sheet the salesman is instructed: "If a re-call, write the number of previous calls in the 'Re-call' column. If a prospect does not grant sufficient time for interview, or makes some excuse why he is not interested, put a check mark in 'Saw Prospect, Interview Refused' column."

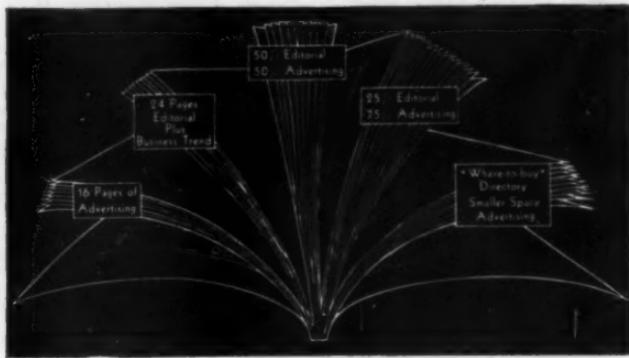
For each week's work, the salesman summarizes his own results; for the expense side of the sheet incorporates a summary section that calls for the following details: Number of towns visited; amount of actual sales; expenses for the week; balance of cash on hand at the beginning of the week; expense check received; expenses for the week.—[Ed. PRINTERS' INK.]

Aug. 21, 1930

Aug. 21

IN WHICH PUBLICATION WILL YOUR ADVERTISEMENT BE SEEN MORE READILY ?

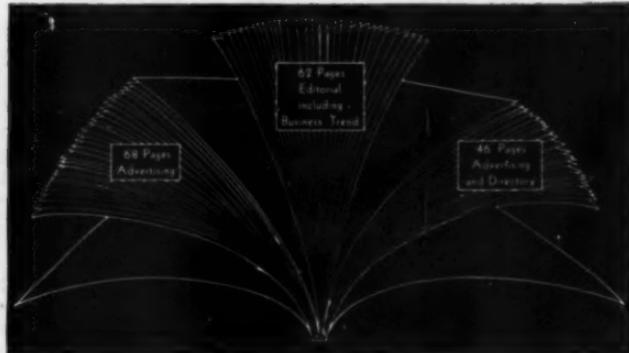
THIS



NEW Flat Makeup Used
by STEEL

OR

THAT



OLD Style Makeup—
Advertising and Editorial Separated

LE'TS forget theories for a moment and ask ourselves this one question—

In which publication will your advertising be seen more readily—one in which advertising and editorial are separated, with your advertisement buried in with over a hundred others,—or, one in which advertising and editorial are intermingled, with the reader's interest directed toward your advertisement?

The illustrations show the difference at a glance. The one at the top shows the new "flat makeup" of STEEL and indicates how well advertisements are displayed.

This feature—plus the fact that "STEEL" covers *production, processing, distribution, and use*—makes "STEEL" an outstanding advertising medium.

An interesting little booklet "STEEL—Basic to Industry" is yours for the asking. Write for your copy if you have not received one.

IRON TRADE REVIEW

Published Every Thursday

A PENTON PUBLICATION

CLEVELAND



BRANCH OFFICES:

NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO LONDON

OTHER PENTON PUBLICATIONS:

DAILY METAL TRADE THE FOUNDRY MACHINE DESIGN ABRASIVE INDUSTRY
AUTOMOTIVE ABSTRACTS MARINE REVIEW POWER BOATING

*Old enough to know the great traditions of steel . . .
young enough to lead the industry in a modern age.*

Aug. 21, 1930

As Ripley's *

"Believe it or Not"

would say...

The Oregonian, the newspaper of the great Oregon Country, has led other local newspapers in circulation and advertising lineage, every year for **80** consecutive years . . .

* And Ripley's cartoons are a daily feature of The Oregonian.

The Oregonian

PORLAND, OREGON

For 80 Years, the Preferred Newspaper of Oregon People

Nationally represented by VERREE & CONKLIN, Inc.

New York
185 Madison Avenue

Chicago
333 North Michigan Ave.

Detroit
321 Lafayette Blvd.

San Francisco
Monashee Building

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Selling Perfume without Foreign Atmosphere

How an American Perfume Manufacturer Is Reaching the Mass Market
Via a Quality American Appeal

By Charles G. Muller

THAT it is not necessary to depend upon foreign prestige to build a background, even for perfumes, recently has been demonstrated by the successful advertising and merchandising of a distinctively American name for American-made merchandise in this field.

For McKesson & Robbins introduced and established Lucretia Vanderbilt toiletries on the basis that the mass home market is open to any perfume, whether carrying a foreign or American name, so long as the materials that go into its manufacture are first-grade essentials.

According to Leon A. Danco, vice-president, who designed the new American line and who has merchandised it since its inception about two years ago, McKesson & Robbins determined, after due consideration, that there was an opportunity to sell American toiletries on an American basis without a French name to lend what hitherto had been considered essential prestige.

The aim was to establish the American name as one representing high-grade merchandise and then to put these toiletries within reach of the large popular American market.

Behind this plan was the belief that perfume manufacturers in this country have under-estimated the market. Advocates of a home industry have been trying for years to convince manufacturers that foreign name and prestige are not essential to successful promotion of perfumes, pointing out that the American market is open to any perfume of first grade. But the general producing attitude has been that the only market open to American-made perfumes is a second-grade one and that perfumes to meet the needs of this field must be second grade.

The net has been that foreign perfumes have enjoyed practically unhampered freedom in the first and profitable market, while American perfumes have sought business in a second-rate and poorer pay-dirt field.

That advocates of the possibilities for high-grade American perfume judged accurately and that they were correct in their opinion that home manufacturers have been consistently under-estimating the American market, McKesson & Robbins set out to prove.

"Under the name of Lucretia Vanderbilt, president of Lucretia Vanderbilt, Inc., we began to manufacture in Fairfield, Conn., a perfume into which we put as high-grade essentials as are in any imported product" explains Mr. Danco in describing the development of this American merchandise. "We felt that with the prestige of Miss Vanderbilt's name we could bring out what we would term 'aristocrats of toiletries' and find a place in the best market.

"We determined first of all to build up a class background for perfume which we would put out at \$10 a bottle. After we had created this quality background via a high-priced item, we would go after mass sales with a lower price. In the main, this plan has been closely adhered to, so that today we are beginning to stress quantity sales of the same perfume at popular prices, our toiletries for a large part being merchandised today at \$1."

Practically a year was spent in getting distribution for the line which, with perfume as the leader, included face powder, compacts and lipsticks. McKesson & Robbins' distributive facilities were used, backed by a particularly effective coupon introduction that brought excellent returns.

In November, 1928, advertising

Aug. 21, 1930

Aug.

and merchandising began in upper New York State cities, six advertisements ranging from pages to 200 lines being used in seven newspapers. These advertisements played up the new perfume, built an atmosphere around the American name of Lucretia Vanderbilt, and included a coupon which, with 10 cents, entitled the holder to a sample package of 50-cent value. The method of handling this sampling through the dealer is important.

In a special deal offered retailers before the beginning of this advertising, which ran mainly in rotogravure over a period of eight weeks, the company gave the dealer twelve of the miniature presentations free. On receipt of a coupon and the accompanying 10 cents, the dealer was entitled to the money for himself, but he was to keep the coupon, too. When he had disposed of the original twelve samples and had received twelve coupons in return, he was to give these twelve coupons to his distributor and receive twelve more samples. Under this arrangement, the company kept strict account of all samples distributed, stimulated the dealer's interest in the proposition because the druggist received money for every sample he handed out, and was able to build up a splendid list of prospective customers for the full-sized products. A window display was tied up in each store.

In the four cities in which this try-out was made over the eight-week period, so many thousands of coupons were returned for redemption that the coupon plan later was modified to general use over the country. Instead of samples going free to dealers, they were sold to them with introductory orders at a cost to retail at 25 cents. Coupons in subsequent local and national newspaper and magazine advertising called for the payment by women of the 25 cents, an amount which enabled the company and the dealer both to profit. This 25-cent sampling campaign, too, was overwhelmingly successful, the first year of general distributing seeing thousands of miniature presentations going into the

hands of prospective users of Lucretia Vanderbilt perfume and powder.

"National advertising began in October, 1929, to back our national distribution," says Mr. Danco. "This distribution was spread over 20,000 drug stores in all parts of the country and had been gained by jobbers. Full-page advertisements appeared in seven magazines, chiefly women's publications, and in the magazine sections of Sunday newspapers in fifteen leading cities. Copy for these advertisements was written in the first person, to capitalize fully the prestige of the name behind the product."

No opportunity has been lost to make the most of this American name. While the company has not gone out of its way blatantly to stress the American background for the line, it has given full play to the Vanderbilt name. One way in which it has done this latter is to have copy read as a direct message from the president. Copy telling about a purse package of the new perfume will show how this has been accomplished. A headline says, "New . . . Lucretia Vanderbilt perfume in an intimate flask for the purse." Copy then speaks in the first person:

My seductive, daringly youthful perfume, laden with its gaily Oriental scent, is now available in an intimate new size for the purse.

Encased in leather of rich blue . . . and quite the smartest and most intimate of beauty accessories! The aristocrat of perfumes may also be had in two regular sizes for the boudoir.

If you would try before you buy, present the coupon, with 25 cents at the shop displaying the Lucretia Vanderbilt announcement and receive my miniature presentation containing a generous trial of Perfume and Powder Compact (in your favorite shade), or mail coupon and 25 cents to Lucretia Vanderbilt, Fairfield, Conn., giving dealer's name.

Further to build up prestige and also to gain acceptance for the new line, the company last Christmas put out a gift box to retail at \$10. This sold most successfully, and on the strength of this reception the company is planning next season to put out another similar gift

Editorial
Office
W. V.
Cor
and
383 Ma
New

EXTRA



ARGENTINA ~
Land of Beauty and Wealth
LA NACION ~
of Buenos Aires
Medium of Acknowledged Superiority

Argentina, modern, colorful, progressive, is an unusually friendly and profitable market for American-made goods.

The best medium for reaching this market is La Nacion, the *quality* paper reaching *quality* readers, going directly into the homes of the very people able financially to purchase the goods advertised in its columns. For many years La Nacion of Buenos Aires has led all other newspapers in display advertising and has been the outstanding choice of local merchants and American manufacturers alike.

Ask for a sample copy and you will see why. *Quality* in every phase of its make-up and content; *quality* in its tested pulling power; *quality* in its certified audited circulation.

Editorial and Gen'l
Offices in U. S.:
W. W. Davies
Correspondent
and Gen'l Rep.
383 Madison Avenue
New York City

LA NACION
of Buenos Aires

U. S. Advertising
Representatives:
S. S. Koppe & Co.
Inc.
Times Building
New York City
Phone: BRYant 6900

EXTRAORDINARY PULLING POWER — SUPERIOR COVERAGE — PRESTIGE

Aug. 21, 1930

package. Distribution for the coming gift combination will be made through the regular trade channels and the company will seek to capitalize the thousands of sample coupons received from its introductory offers, by circularizing the names on those coupons.

Having built up a background of first quality for its line, the company now is working toward the mass sales that it set out to attain. The preliminary to this has been a plan of providing refills for every item. Perfume, brought out originally as a \$10 package, also was sold as a purse package at \$2.50. Refills for both of these then were provided, two prices for the large package refills being set at \$4 for one ounce and \$6 for two ounces. With these packages successfully launched, the company now has brought out a \$1 size perfume container, and with this last intends to cultivate the mass field that always has been its aim.

Similarly, powder packages, having had built for them a prestige background to get them into the high-grade field, are being brought out in smaller sizes. Starting at \$3, the company has provided refills to cost \$1.50. Now it is bringing out a metal box to retail at \$1 and to carry no refill.

In doing all this, the idea has been to maintain the quality reputation of the perfume and of the other items in the toiletries line and to keep them constantly before consumers as among the highest grade articles in the market at the same time that containers are being designed to enable sizes down to \$1 to be merchandised. With refills, for example, cartons have all been of cardboard with inexpensive wrapping, so that the value of the refills obviously would be in the product and not in the package.

Against the first-grade background set by the introduction of the \$10 perfume container, the company now is consistently advertising the \$1 and other mass-sale sizes in order to secure the wide market which it believes is waiting for high-grade toiletries priced popularly. This it is doing in a realization that eventually dol-

lar sizes will largely replace the original \$10 package whose chief purpose was to establish the prestige of the Lucretia Vanderbilt toiletries' American name.

Life Insurance Sales for July Hold Their Own

Life insurance sales for July amounted to one-tenth of one per cent less than during July of last year. For purposes of comparison it is pointed out that July, 1929, sales established a record for that month, having exceeded July, 1928, sales by 17.8 per cent.

Sales of new ordinary insurance for July, this year, totaled \$714,748,000 against \$722,451,000 in 1929, a decrease of 1.1 per cent. New industrial insurance amounted to \$247,506,000 against \$223,680,000 in 1929, an increase of 10.7 per cent. New group insurance was \$130,036,000 against \$147,658,000 last year, a decrease of 11.9 per cent. The aggregate of all classes for July, 1930, was \$1,092,290,000 against \$1,093,789,000 for July, 1929, a decrease of one-tenth of one per cent.

The total of all classes written during the first seven months of 1930 represents an increase of 1.5 per cent over the amount for the same period of 1929.

These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

Montgomery Ward Appoints

J. J. McGowan

J. J. McGowan, formerly sales promotion and advertising manager for the Kaufman-Baer Company, Pittsburgh, has been appointed sales and merchandise manager of the Pittsburgh district of Montgomery Ward & Company, Chicago. He succeeds C. M. Horgan, who has been transferred to the Greensboro, N. C., district.

Canadian Industries, Ltd., Appoint W. G. McGruther

Wallace G. McGruther, who has been advertising manager of Canadian Fairbanks-Morse Co., Montreal, has been appointed advertising manager of Canadian Industries Limited, also of that city. He will have charge of the advertising of all nine divisions of the company.

Metro Outdoor Appoints G. P. Duffield

Guy P. Duffield, Pasadena, Calif., has been appointed Pacific Coast representative of the Metro Outdoor Advertising Corporation, New York. For a number of years he was associated with Stone, Ltd., Toronto lithographer.

Aug. 21, 1930

THE

The Pres
bank say
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zine that
... it is
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A Bank
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A Bank
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Alden B.
J. Howard
New Y

Charles F.
332 So
Chicago

Cupit &
Kohl E.
San Fr

846 So
Los An

THE BANKER IS IN YOUR PICTURE!

The President of a Kansas bank says, "The Journal is the only financial magazine that we keep on file. . . . it is in my opinion the most outstanding magazine of its kind."

* * *

A Banker in Evansville, Illinois writes, "It is a pleasure indeed to renew my subscription to the finest magazine in the banking field."

* * *

A Banker in Decatur, Alabama says, "You are certainly giving us a splendid organ which is worth many times the association dues."

* * *

Let one of the men listed below bring or send to you a copy of the Journal. We can show you how this unusual publication can become an important part of your 1931 campaign.

* * *

*Alden B. Baxter, Ady. Mgr.
J. Howard Snow
New York, N. Y.*

*Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.*

*Cupit & Birch,
Kohl Building,
San Francisco, Cal.*

*846 So. Broadway,
Los Angeles.*



Reader Interest!

The advertising value of any publication is in direct ratio to the degree of reader interest.

Bankers read the *American Bankers Association Journal* thoroughly each month. They don't just pick it up and scan it. They read it from cover to cover and we have hundreds of letters in our files to prove our claim.

Therefore advertisers who use the *Journal* have definite assurance that their message will be read.

And why shouldn't Bankers read the *Journal*? It's their publication, published by the American Bankers Association—and it offers a direct route to the most important group of men in business today.

* * *

The net paid circulation of the *American Bankers Association Journal* is now well over 37,000 and is growing steadily.

* * *

AMERICAN BANKERS *Association* JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

Aug. 21, 1930

- The soundness and capacity of an advertising agency may be estimated perhaps most convincingly by the duration of its periods of service to its clients.

MULHENNS & KROPFF, INC., No. 4711	Glycerine Soap and other Toilet Products
1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
THE YALE & TOWNE MANUFACTURING COMPANY, YALE Locks and Hardware	
1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
THOS. A. EDISON, INC., The Ediphone	
1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
PARAMOUNT PUBLIX CORPORATION, Paramount Pictures—Paramount Publix Theatres	
1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
WHITING PAPER COMPANY, Writing Papers	
1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
TERMINAL BARBER SHOPS, "Where the Promise is Performed"	
1919 '20 '21 — — — — — — — —	'28 '29 '30
THE TEXAS COMPANY, Texaco Petroleum Products	
1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30	
S. W. FARBER, INC., Adjusto-Lite, Farberware	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
BRILLO MANUFACTURING COMPANY, INC., Brillo	
1921 '22 '23 '24 '25 '26 '27 '28 '29 '30	
EDISON STORAGE BATTERY COMPANY, Storage Batteries	1925 '26 '27 '28 '29 '30
KOLSTER RADIO CORPORATION, Kolster Radio	1927 '28 '29 '30
G. CERIBELLI & COMPANY, Brioschi	1927 '28 '29 '30
THE GEORGE W. LUFT COMPANY, INC., Tangee Lipstick and other beauty aids	
1927 '28 '29 '30	
McKESSON & ROBBINS, INC., Pharmaceutical and Toilet Preparations	1928 '29 '30
ROYAL TYPEWRITER COMPANY, INC., Typewriters	1928 '29 '30
NORTON DOOR CLOSER CO., Door Closers	1928 '29 '30
I. OLLENDORFF CO., INC., Ollendorff Watches	1928 '29 '30
A. & M. KARAGHEUSIAN, INC., Gulistan Rugs	1929 '30
PHOENIX HOSIERY COMPANY, Phoenix Hosiery	1930
PACENT ELECTRIC COMPANY, Phonovox Electric Pick-up and Radio Devices	1930
PACENT REPRODUCER CORPORATION, Talking Motion Picture Equipment	1930

HANFF-METZGER, Inc. ADVERTISING

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

HANFF - METZGER of California, Ltd., 323 West 6th St., Los Angeles, Cal.

How to Dispense with Unnecessary Pictorial Backgrounds

It Is No Exaggeration to Suggest That in Almost 60 Per Cent of Modern Advertising Illustrations, No Background of Any Kind Is Necessary

By W. Livingston Larned

OF recent years, stage productions have simplified their scenic investiture. Why? Because they discover that such embellishments detract from the action and the dialog of the living characters. The average eye is singularly a one-track proposition. It is confused, dazzled and not a little disturbed by being asked to absorb too much. It vastly prefers, if the truth be told, to concentrate on a single point of interest.

Does the American advertiser insist upon too much stage decoration? Is he determined to crowd his space with pretty but unnecessary and disturbing irrelevancies? In his search for "atmosphere" does he ask that an illustration be cluttered up with "props" and disturbing "back drops"? The answer might well be "yes, as a general rule."

The most successful, the most dominantly aggressive art compositions are the simple ones. The very moment an illustration becomes complicated, that same moment it weakens its own cause.

It is not exactly easy to simplify backgrounds in camera illustrations, although the retoucher may well delete that which gets in the way of centralized interest. But when the artist makes an original wash drawing it is within his power to simplify effects appreciably—and scientifically. Many such arrangements are noticeable today.

The type of wash drawing that appears to be going out at the present moment does not have an over-all wash of any kind. Entire



The Figures in This Canada Dry Illustration Are Posed Against Very Little Background and They Gain in Attention Value for That Reason

sections are etched white and the composition skeletonized with more skill than might appear to those unfamiliar with the professional details of production.

Some artists prefer to start out with this plan in mind and to leave their white areas, as such, on the drawing, from its very inception. Others, however, wash over a tone, and pick out their whites with pigment. This is considered the easier method, incidentally.

There is a quite definitely brilliant technique to such illustrations, due to the obvious fact that

they supply a more pronounced clash of color values. The tendency is to introduce many blacks and just a few flat grays. They are, as a matter of fact, postery, but without loss of camera accuracy of detail.

Where sunlight effects are required, the stop-out system of



The Figures in Fisher Body Illustrations Are Featured by Eliminating Backgrounds Entirely

background detail is of very special value.

Suppose we interrupt, for a moment, to explain in greater detail the technique under discussion.

A Hawaii Tourist Bureau subject shows a spectacular scene along the beach, best described in the copy writer's own language: "Poised on the crest of a gathering wave a daring outrigger pauses an instant, then dives down a valley of curling brine. . . . Straight for the shore it darts, a skimming arrow on a blue expanse. . . . Flying spray forms a halo of gleaming iridescence. . . . silhouettes bronzed figures immobile and erect

like fabled gods astride a steed of the deep."

It is a large order for any artist to create an illustration that will visualize any such dream-picture as this, and not leave the reader a little disappointed. Only the most perfect photograph could hope to approximate it.

But the artist illustrating the Hawaii Tourist Bureau series employs the stop-out white plan and it is fair to claim for his result that the picture reflects the theme perfectly. And the simplification of all background details deserves much of the credit.

The outrigger and its figures are merely suggested in black and gray. A distant roll of surf is done in the most delicate of intermediate tones. A silhouetted black palm along the shore intensifies the shower of sunlit splendor.

Yet this illustration is one-half white paper. That's what does it. All those numerous gray detail tones, which might well be included were the composition of a photographic character, have been removed. Tree and outrigger are silhouetted against white paper. And the effect is dazzling simplicity.

How much better this technique is than the old-style detailed canvas where the artist deliberately set out to introduce every tone value, regardless of how subtle it might be and how unnecessary.

It is possible to look through certain pieces of tinted glass and to vision a different world. Brown goggles produce this singular result, and the newer form of simplified illustration creates such an illusion. Certain values disappear altogether, and are not missed in the least.

The more white in the background, the more forcefully do important factors become, and color values are appreciably intensified. Many artists today pose models, take photographs and then go to work on what is, to all intents and purposes, an original painting, despite the fact that much of the realism of the camera flickers through.

For when this particular technique is used, it seems easier to

Aug. 21, 1930



SELL THE WEST

The population of California according to the 1930 census totals 5,642,282 persons, an increase of more than 2,215,000 in ten years.

This increase, alone, is greater than the population figures given for twenty-seven of the forty-eight states and greater than the combined total populations of Maine, New Hampshire, Vermont, the District of Columbia and Nevada.

The Oakland Market, in the center of this great population, is a logical distributing area for your products.

Oakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK CHICAGO

LOS ANGELES SAN FRANCISCO



delete background detail which, while vital to the telling of the story, nevertheless can be cut down in volume sometimes as much as 75 per cent.

And it is the magic wand when sunshine effects are desired. These glittering and brilliant whites provide the necessary contrast, as in the definitely successful campaign for the Hawaii Tourist Bureau. You can virtually "feel" the sun beating down.

It must be obvious that black and all tones grading away from it, when superimposed against the minimized background, with white paper predominating, will take on added vitality. These illustrations are more appealing to the eye because they have technical "punch." Every possible value is intensified and strengthened.

Take an average photograph of, say, two diving figures with a setting of bath houses, shore line and water, and there is an over-all sameness of tone value. If the camera has done its work well, the details of the background are relatively as strong and as painstakingly reproduced as more important features of the foreground. But suppose the illustration is to "talk" bathing suits, and the accessories of panorama are quite incidental, save in establishing location. How much better then to emphasize the diving figures by eliminating much of the detail of the background.

Every advertising season has its picture vogue, its popular and prevalent "fashion" in art. Those who have always maintained that simplicity in illustrations is quite as wise as short, speedy, easy-flowing text, will agree that today, one of the most reassuring symptoms of still another art vogue is the

gradual avoidance of cluttered up compositions.

Artists are not putting in every blade of grass and every leaf on every tree. They are glorying in a photographic viewpoint. They



Simplification of All Background Details Deserves Much of the Credit for the Attractiveness of This Hawaii Tourist Bureau Picture

have come to see, for themselves, that the more you can leave out, the stronger and more appealing the picture. It has taken twenty years to bring this about but be assured the hour of almost scientific simplicity has arrived.

In all forms of advertising the artist is seeing how much he can leave out—not how much he can put in. And all the while he is fully aware of the fact that an exceedingly simple illustration is ten times as difficult to create as a crowded one.

It may be asked: "Yes, but in simplifying and editing a background, how are we to know how far to carry the idea? The setting is likely to establish much of the character of the composition. The average person does not stop to analyze a picture in an advertise-

A LINAGE LEADER

**for more than 20 YEARS
without a break!**

because Advertising RESULTS count!

For more than 20 years, without a break, THE SEATTLE TIMES has led all Seattle newspapers in total annual volume of net paid advertising linage carried.

For more than 20 years, without a break, THE SEATTLE TIMES has led all Seattle newspapers in total annual volume of net paid Local and Classified Linage carried.

Since 1923, without a break, THE SEATTLE TIMES has led all Seattle newspapers in total annual volume of net paid National Linage carried.

This leadership has been won and retained on a consistent record of superior results gained for advertisers, through a circulation that is clean-cut, intensive, responsive and by far the largest within the Seattle Trading Area.

THE SEATTLE DAILY TIMES

O'MARA & ORMSBEE, Inc., National Representative

New York

Detroit

Chicago

San Francisco

Los Angeles

Aug. 21, 1930

ALBANY

Oregon's Land of Milk and Honey



States in the number of pure bred Jersey dairy cows and here busy bees produce 200,000 pounds of honey every year.

Farm products bring Albany \$10,000,000 every year in livestock, cereals, dairy and poultry produce. Forty-nine factories, producing \$6,600,000 each year, give Albany a \$2,000,000 annual payroll. Seventeen retail chain stores attract trade from 75 miles away.

Albany's \$3,500,000 construction program for 1930-31 assures prosperity's continuance. The Great Northern and Northern Pacific railroads will spend \$1,500,000 projecting their lines to central Oregon, and \$1,500,000 more will be spent for new highways. These long-term large building operations will use many families, build many homes.

At the vanguard of all such progress is the Democrat-Herald, Linn County's only daily, the 4,236 A.B.C. circulation of which covers completely its city and suburbs. Leader and guardian, the Democrat-Herald is the only sponsor to Oregon's "promised land."

Albany Democrat-Herald



Every day 210,036 Oregon buyers read these twelve
McGraw-Hill Newspapers:

Albany Democrat-Herald
Ashland Tidings
Astoria Astorian
Eugene Register
Grants Pass Courier
Klamath Falls Herald-News

La Grande Observer
Medford Mail Tribune
Oregon City Enterprise
Roseburg News-Review
Salem Capital-Journal
The Dalles Chronicle



New York
Chicago
Portland

San Francisco

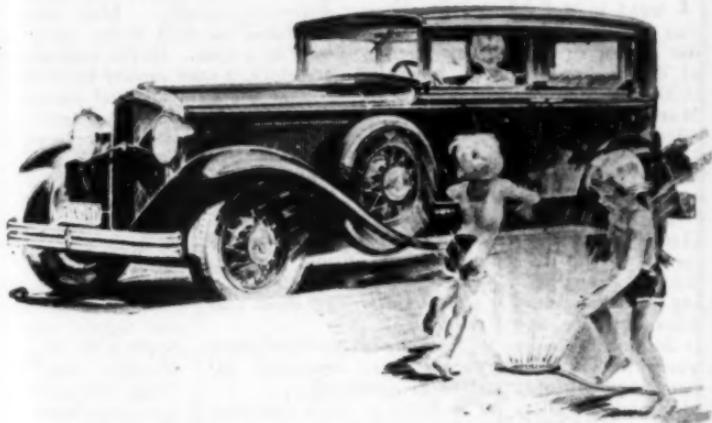
Detroit
Seattle
Los Angeles

ROSEBURG IS ANOTHER WEALTHY OREGON MARKET

ment with any such acute degree of analysis. The background panorama may be just as interesting to him as foreground figures."

At least one pioneer in the simpler art method has a peculiar plan all his own. In making up a

immeasurably stronger and is better able to compete with surrounding displays. A happy intermediate compromise is the simplified setting which allows just enough to remain to hint at the theme and the atmosphere.



Many Advertisers Have Found That Illustrations May Be Strengthened by Skilful Editing of Backgrounds—As in This Graham Illustration

wash drawing, he introduces considerable background, much of it in fairly finished state. Then he begins to paint in his whites and to remove as many details as possible.

Before this simplification is arrived at, however, the foreground material is complete in its entirety, and full strength. Under such circumstances, values can be more surely and accurately observed as the job progresses.

A background may be skeletonized. White may take the place of intermediate tints, without sacrificing any essential detail. In the Hawaii landscape, the entire stretch of sea is a dazzling white, with just the faintest hint of the curve of a lagoon beach, but the eye accepts it for what it is intended to be. There is more lure in suggestion, sometimes, than in photographic accuracy. Every real artist knows that this is true.

Advertisers of an investigative type have already found that when they remove all backgrounds from certain subjects, the illustration is

ordinarily, tempera is the best medium, and figures handled in poster treatment rather than in full detail, with innumerable soft shadings of tone. For, since the background is semi-postery, the remainder of the illustration, in order not to clash, should be the same. And some of the more recent exhibits in this technique have been rendered in the fewest number of tones, ranging from black and plenty of it, through not much more than two or three flat grays.

Examine pages and pages of advertising, with very special attention to what is taking place in backgrounds, and you must be speedily convinced that the simplified setting is the "coming thing." These are the pictures which attract you first, and continue to hold your eye. They seem to be brighter and "snappier" and they have vivid penetrative value.

The Golf Ball Sales Department of the United States Rubber Company, formerly located at New York, has been moved to 355 Valley Street, Providence, R. I.

How Mazda Is Working to Reduce Costs

A Comprehensive New Merchandising Plan Based on an Exhaustive Market Study Covering a Period of Years

THE most important step forward in the sale and distribution of incandescent lamps since the advent of the agency method of distribution. That is how the 1930 Sales Plan, worked out for all Mazda agents and effective September 1, is described by those who developed it.

The new sales plan is in direct response to the need for a strengthening of the lamp sales structure, and is designed to make every Mazda lamp agency more profitable and remunerative.

Particularly noteworthy in the new sales plan is the feature which authorizes the offering of lamps to retail customers at a 10 per cent discount, when purchased in unit quantities of six or more, where agents elect to do so. This places the agent on a parity with those progressive merchandisers of "repeat sale" commodities whose price trends have shown an increasing inclination toward price concessions for quantity purchases.

The fact that the buying public is becoming more and more educated in the buying of commodities carrying a bargain appeal for quantity purchases is evidenced in the prices of most low-priced items of merchandise. In the grocery, tobacco, toilet article, confectionery, haberdashery, and household equipment fields, consumers have been accustomed to purchasing their requirements in quantity lots, particularly wherever a price inducement has been offered.

Today, the housewife entering a grocery store does not ask for one,

two or three eggs; she buys a dozen or more. She usually purchases a half-dozen bars of soap at a time. In the haberdashery store, a man usually buys three collars for a dollar; and manifests the same tendency in his purchases of neckties, socks, shirts, and other low-priced articles of apparel.

A Significant Test

In a test recently conducted in several agents' stores, where a 10 per cent discount was offered customers on unit purchases of six or more lamps in order to determine the sales advantage of a price concession to the ultimate consumer, it was conclusively proved that a price concession will unquestionably sell

more lamps per customer. The results of the test are given as follows:

1. One thousand customers bought lamps. Of these, 865 had come in to buy lamps, while 135 had not originally intended to purchase them.

2. Of the 1,000 customers who bought lamps, 390, or 39 per cent, bought in lots of six or more.

3. The total number of lamps sold was 5,000, of which 3,250, or 65 per cent, were sold at a discount of 10 per cent.

4. The average number of lamps per customer who came in to buy one, two, or three lamps, was increased from 1.68 to 2.84.

These figures are significant. They bring home the buying habits of the consuming public, which is quick to respond to a price appeal, particularly when it accompanies

A NEW merchandising plan has been worked out for Mazda lamps. It is designed to:

1. Meet present and anticipated competition and increase sales.
2. Simplify operation and reduce cost.
3. Compensate distributing agents more equitably for services rendered.
4. Show a more adequate recognition of the economics of distribution.
5. Effect economies in accounting and all record keeping.

The full details of this plan are presented in the accompanying article.

Each Month in 1930 Ahead of 1929

In each of the first nine months of 1930 Burroughs Clearing House shows a substantial increase over 1929 in lineage and revenue.

Significant is the very great increase in financial lineage—for advertising managers of financial institutions know which publications are read with the greatest interest by the executives of financial institutions.

Before you select a bank publication ask for our June, 1930, analysis of circulation.

The Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

the offer of standard merchandise of known quality.

For years, it has been the custom of progressive Mazda lamp merchandisers to emphasize the sale of lamps by the carton. Carton sales mean greater volume, with resultant all-around benefit. To the central station, they mean the filling of empty sockets, thus insuring a stability of residential lighting revenue.

The advantages of buying by the carton, of keeping spare lamps on hand, have been recited to customers through the spoken and printed word for some years. And in the majority of cases, these arguments have proved convincing, because they were basically sound, justified as they were from the standpoint of the consumer's best interests.

The Pocketbook Appeal Enters the Lamp Sale Picture

Under the new 10 per cent discount plan, the appeal of price, the potent "pocketbook" appeal, now enters the lamp sales picture. It is estimated that within two or three years, under the stimulus of this 10 per cent discount plan, the greater proportion of all lamp sales will be carton sales. Whether this actually eventuates or not depends, of course, upon the pressure that is put behind the idea by those who come into direct contact with the public.

Outstanding among the advantages of the discount plan are the following:

- Makes an effective 18 cent price on 15 to 60 watt lamps on over-the-counter sales, where "cheap" lamp competition is most threatening.

- Makes possible a 10 per cent reduction on all types of lamps sold over the counter without at the same time reducing prices to contract purchasers.

- Will greatly stimulate activities to induce householders to buy a reserve supply of lamps as a means of promoting the filling of empty sockets and expediting the replacement of burned-out lamps.

- Introduces a desirable degree of price flexibility into the agency plan of doing business, so that agents may by reason of lower

selling costs, local competitive conditions, or specially adapted merchandising set-up, offer the public a definite price inducement if they elect to do so.

- Gives the live, aggressive retailer an opportunity to increase his lamp sales volume.

- Will tend to increase the average unit of sale of lamps per customer and is thereby calculated to reduce the retailer's selling cost.

Central station executives will see in the new plan the following advantages:

- Central stations are financially interested in the creation of household stocks of lamps, and the 10 per cent discount on lots of six or more is unquestionably the most effective means that has yet been devised of promoting the maintenance of household stocks by the public generally.

- Central stations want Mazda lamps installed on their circuits, and the 10 per cent discount will do this to the extent that it is effective against non-Mazda competition.

- Sales of lamps in lots of six or more will result in a reduction of selling costs on lamps. For example, many central stations deliver lamps to their customers. The 10 per cent discount should result in fewer and less frequent deliveries. The savings in selling costs due to the increase in the average unit sale will be more pronounced in the case of central stations than in the case of retail agents, because the former are not primarily engaged in merchandising.

The series of changes in discount schedules that have been effected co-incident with the inauguration of the 10 per cent discount are designed to compensate efficient distributing agents more equitably for service rendered, to provide a higher rate of compensation for the smaller retail agents, and to recognize more adequately the economics of sound distribution practice. It is anticipated that the manifold advantages of these revisions in the former sales plan will become more apparent as usage brings them into clearer perspective.

NEEDLECRAFT'S

fancywork business with its own readers
shows

21% GAIN—in cash for the first 6
months of 1930

over the first 6 months of 1929.

These 1,000,000 progressive housewives
were never more interested in their ser-
vice magazine—

and have never offered a more valuable
market to advertisers than today.

CHAS. W. CORBETT

Advertising Director

NEEDLECRAFT

The Magazine of Home Arts

Boston
Derry, Corbett & Ditch
394 Washington St.
San Francisco
Blanchard-Nichols-Coleman
Hunter-Dulin Bldg.

New York
Chrysler Building

Atlanta
Blanchard-Nichols-Coleman
Grant Bldg.
Chicago
Blanchard-Nichols-Coleman & Johnston
Palmetto Bldg.

Aug. 21, 1930

-11a-

**During 12 Months
Ending July 31st**

THE APPEAL PAPERS

MEMPHIS

Grainger

Carried-

72³/₅%

OF ALL ADVERTISING
PUBLISHED IN MEMPHIS

Comparative Lineage—

<i>parative Lineage—</i>	LINES
THE COMMERCIAL APPEAL —Week Days only . . .	8,967,763
THE COMMERCIAL APPEAL —Sunday only	4,831,148
MEMPHIS EVENING APPEAL	8,546,153
TOTAL	22,345,064
OTHER AFTERNOON PAPER . . .	8,283,695

The days of advertising largess are over. The advertising dollar has assumed a greater intrinsic value. Advertising must shoulder a heavier duty. The battle cry is "RESULTS." The dominance of the Appeal Papers in the Memphis field is borne out by the fact that in these days of advertising discrimination they were chosen to carry 72-3/5% of all advertising run in Memphis.

THE APPEAL PAPERS

THE COMMERCIAL APPEAL
The South's Largest Newspaper

MEMPHIS EVENING APPEAL
Fastest Growing Newspaper

MEMPHIS, TENNESSEE

Collections and Diversification

HOW are instalment collections? With over-production and under-employment, there must be a great deal of grief in the time-payment industry. For instance, automobiles—repossessions all over the place!

As a matter of fact, however, in his semi-annual report for the first half of 1930, A. E. Duncan, chairman of the board of the Commercial Credit Company, of Baltimore—which, during the first six months of this year, bought receivables totaling more than \$202,000,000—presents the picture as follows:

"The assets of the Commercial Credit Company are in very good condition, with only 47/100ths of 1 per cent of all motor retail time sales notes outstanding on June 30 over two months past due on original terms of sale (14/100ths of 1 per cent of said outstandings in the United States), which includes renewals and extensions; and only 62/100ths of 1 per cent of such notes representing repossessed cars in the hands of responsible dealers liable for the unpaid balances thereon."

Further, as reflecting upon the country's general credit situation, the Commercial Credit's chairman presents this statistical fact:

"Only 1.42 per cent of the open accounts, notes, acceptances and industrial-lien obligations outstanding on June 30, 1930, were over two months past due, after applying excess reserves applicable thereto, which includes 73/100ths of 1 per cent represented by liens upon unsold new automobiles financed at wholesale for dealers."

In a recent article, PRINTERS' INK traced the trend of the finance companies toward diversification. In his semi-annual report, Chairman Duncan emphasizes that trend in the affairs of his company. The "continued increase in the diversification of current purchases," he comments, "is shown by the following classification:

"Motor retail time sales notes, for the half-year ending June 30, 1929,

41.99 per cent of the company's total volume; for the half-year ending June 30, 1930, 35.76 per cent.

"Dealers' motor lien wholesale obligations, for the half-year ending June 30, 1929, 28.06 per cent; for the half-year ending June 30, 1930, 21.75 per cent.

"Open accounts, notes, acceptances, and industrial-lien obligations, for the half-year ending June 30, 1929, 14.46 per cent; for the half-year ending June 30, 1930, 28.36 per cent.

"Foreign—all export and foreign receivables, for the half-year ending June 30, 1929, 15.49 per cent; for the half-year ending June 30, 1930, 14.13 per cent."

Reports A & P Sales for July

The Great Atlantic & Pacific Tea Company reports record sales last month for any July in the company's history. As compared with July, 1929, dollar sales for last month show an increase of 3.26 per cent while the increase in physical volume is 14.33 per cent greater.

Dollar sales for the five weeks in July, 1930, were \$96,723,670 which compares with \$93,671,398 for the five weeks in July, 1929. Tonnage sales, showing actual amount of goods sold, were 488,682 tons in July of this year, as against 427,431 for the same period last year.

Appoint Advertisers Company

The Weinrich Pickle Company, Los Angeles, has appointed the Advertisers Company, of that city, to conduct an advertising campaign on Peter Piper Pickles. Newspaper and radio advertising will be used.

The Jackson-Bell Radio Manufacturing Company, also of Los Angeles, has appointed this agency to direct its advertising account. Magazines and direct mail are being used.

Short and Sweet

RICE-STIX

ST. LOUIS, AUG. 9, 1930.

Editor of PRINTERS' INK:

PRINTERS' INK is certainly the one indispensable publication to everybody interested in marketing, merchandising, advertising and selling.

SIDNEY CARTER,

Manager Merchants' Service Bureau.

J. E. Rohde Joins Devine-Tenney

John E. Rohde, formerly with the Dickson Company, as industrial engineer, has joined the Chicago sales staff of the Devine-Tenney Corporation, publishers' representative.

* SMALL SPACES IN PUNCH BREAK THROUGH TRADE DEPRESSION!

From W. H. Colt, Ltd.
London,
16th June, 1930.

Marion Jean Lyon,
"Punch,"
10, Bouverie Street, E.C.4.

Dear Madam,

We have great pleasure in informing you that our trial campaign, advertising our "Cedar" and "Empire Timber Cottages" in Punch has exceeded all our anticipations.

It was with great reluctance that we ventured on this effort in view of the general depression prevailing everywhere; despite this circumstance we are thoroughly satisfied that the outlay involved was in every respect fully justified by results.

Your advertising rates appear to be high, but we have proved them to be lowest in proportion to results achieved. Cost per enquiry and per order is lower than any other periodical.

We are still receiving enquiries from advertisements which appeared 1 year ago.

We are therefore planning another and extended campaign in the near future in which we intend to include, in addition to "Timber Cottages," our poultry houses, which enjoy the sobriquet of being the "Rolls Royce" in poultry plant.

With compliments,
Yours faithfully,
P.P. W. H. COLT, LTD.
I. J. O'Hearn.

MARION JEAN LYON
Advertisement Manager, "PUNCH"
10 Bouverie Street, London, E.C.4, Eng

How Quantity Discount Evils Are Hurting Business Today

(Continued from page 6)
petitor's terms of 2 per cent." In addition he has what he describes as "one or two customers who are allowed still another discount for advertising the company's brand."

A prominent canner declares he has "only one price." However, if the dealer is advertising alive he can get a valuable price concession in the way of an advertising allowance.

And so it goes. When the producer is in a competitive position, as most of them are, he can say he has an unyielding system of quantity prices and then can go ahead under the guise of an advertising allowance and make almost any price he has to make. Thus the large distributor has a decided and an uneconomic advantage over the small one even though the quantity price discount system is altogether open and above board and available to all.

Right here, of course, is where the independent dealer has a valid cause for complaint against some manufacturers because of the seeming favoritism they show the chain. Dealers declaim loudly against the quantity discount. The trouble is not there; it is in the elastic, the very elastic, advertising allowance, which can be stretched out as far as may be needed.

Many of these manufacturers who are bedeviled by the exactations of the chains and other large buyers in the way of discounts would give a great deal to be in the position of a large Chicago grocery manufacturer-jobber who says:

"It has long been the policy of this house to sell its merchandise at one price regardless of the amount of the purchase. We have never felt that any lasting good could be accomplished by any system of rebates that has yet been devised."

Or in the position of the Carey

The C
FOO
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Plant
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manu
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from
reade



"Can you tell us the name of the manufacturer?"

A letter came to the editor. "On the editorial page of the current issue of FOOD INDUSTRIES we note your reference to—. We would be glad to receive information as to the manufacturer of this equipment so that we may look into the possibilities of using it ourselves."

Such an incident is contrary to all current notions of go-getting American business. The seller is a shrinking violet and the prospect is wandering round with a pair of field glasses trying to find him!

This letter, coming from a company with sales exceeding a billion dollars annually, is but one of several received asking about the same piece of equipment. In each case the man was seeking information about equipment generally used in a branch of the food industries other than his own. FOOD INDUSTRIES is constantly receiving letters from readers in one branch of the food industries asking about equipment used in another. Being the only publication issued which is devoted to an exchange of knowledge between all the various branches of the industry that produces our food, readers have come to regard it as *information headquarters*.

MORAL: A prospective buyer in the advertiser's mail is worth two in the editor's.

The October issue of FOOD INDUSTRIES is to be a Model Plant Number . . . featuring dairy plants...but discussing only those problems and methods of operation and control that are common to all lines of food manufacture. Advertisers will benefit from the heightened reader interest.

FOOD INDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36TH STREET, NEW YORK

Aug. 21, 1930

Good Copy

employs both telescope and microscope.

It plans for the future while taking care of immediate needs.

**HAWLEY
ADVERTISING
COMPANY
Inc.
95 MADISON AVE.
NEW YORK CITY**

Salt Company, of Hutchinson, Kans., which does not allow quantity discounts of any character and has never used any of the current schemes to divide profits with the dealers.

"We do not deem it advisable to promote quantity buying," an official of the company says, "by holding out discount inducements. We have arrived at this policy through several years' use of quantity discounts. We feel it is an unhealthy condition to have retailers stocking up on items such as our line includes which, if carried in stock over too long a time, become unmerchantable."

C. L. Ostrom, advertising manager of the Morton Salt Company, says this:

"We do not offer quantity discounts. We have one price for the retail trade and another price for the wholesale trade; these prices apply regardless of the quantity in each order or of the quantity purchased over any set period of time."

It would almost seem that some manufacturers would be better off if they made no pretense at all of having a system of prices. As it is, some of them have only a mark to shoot at and generally miss it. If they are going to continue to sell their goods on a price basis and have discount systems so responsive that they can meet any contingency or emergency, why be bothered by any system at all?

One of the smaller producers of a meat specialty—whose name however is nationally known and whose specialty, produced in the West, is much in demand in the high class Eastern trade—discusses this point frankly:

"If we start to conform to a rigid plan," he says, "we almost immediately begin to make exceptions. The status of our various dealers has been changing so rapidly during the last few years that it takes all the running we can do to stand in the same place. We do almost nothing in a modern way but we do keep in close touch with our dealers and so are able to judge their requests for help or service (and prices, perhaps?) individually."

Famous Artists of the Air, Inc., New Business

A new business, Famous Artists of the Air, Inc., has been organized at New York to create radio programs for spot broadcasting. Eddie Dowling, musical comedy star, is president. Vice-presidents are Monte Brice, writer and director of motion pictures, and William Rowland, manager of motion picture actors.

Harry Fitzgerald, formerly with Radio-Keith-Orpheum, and Earl Lindsay, producer for E. B. Dillingham and Shuberts, are members of the executive staff. Frank C. Reilly, head of the electrical display advertising business bearing his name, will be head of the planning board. Miss Hazel Berry, for eight years with The Erickson Company, will work with Mr. Reilly in sales management.

The company will serve advertisers and advertising agencies in the preparation of programs recorded by electrical transcription.

Helen A. Taylor with Coffee Promotion Committee

Miss Helen A. Taylor has joined the Brazilian-American Coffee Promotion Committee, New York, to do commercial research work in the coffee field. Miss Taylor was previously with the Association of National Advertisers in charge of its general data department for nine years. She was later with the Federal Advertising Agency, Inc., New York.

Joshua B. Powers Elects J. D. Clemens

Jerald D. Clemens has been elected secretary and treasurer of Joshua B. Powers, Inc., publishers' representative, New York. Previous to joining the Powers organization, Mr. Clemens was for many years with the Scripps-Howard Newspapers.

J. Walter Thompson Advances C. H. Getz

Carl H. Getz has been advanced to the position of director of the publicity department of the J. Walter Thompson Company. Mr. Getz who joined the Thompson agency earlier this year, was formerly in charge of publicity of the General Motors Export Company.

New Account for Charles Blum Agency

The Voigt Company, Philadelphia, lighting fixtures, has appointed the Charles Blum Advertising Corporation, Philadelphia, as advertising counsel.

Joins Campbell-Ewald, Ltd.

W. N. Minihinck has been appointed manager of the production department of Campbell-Ewald, Ltd., Montreal. For the last six years he was with Briddens, Ltd., Toronto engraver.

THE ARCHITECTURAL RECORD

LEADER

In architectural thought



AN ARCHITECTURAL RECORD

SCOOP

(No. 1 of a series)

Pioneering in creative original research, The Record in 1922 led the movement towards color in architecture—POLYCHROMY—with a series of studies among which were

Principles of Architectural Polychromy by Leon V. Solon

Spanish Gardens and Patios
by Arthur Byne and
Mildred Stapley

Both these series had such extraordinary success that they later appeared in book form.

Later, the subject of POLYCHROMY was still further developed editorially in The Record and illustrated by such buildings as No. 2 Park Avenue, New York, and the Fidelity Mutual Life Building in Philadelphia.

Today, The Record is running a series of frontispieces (some printed in nine colors) on POLYCHROME floors—a subject in which architects are most keenly interested.

*THE RECORD maintains
its position as a
LEADER IN
ARCHITECTURAL
THOUGHT*

THE ARCHITECTURAL RECORD

—A Dodge Publication—
119 W. 40th St., New York



THE ARCHITECTURAL RECORD IS A
MEMBER OF A. B. C. & A. B. P., INC.

Company Flags

OLIVER FARM EQUIPMENT SALES
COMPANY
CHICAGO

Editor of PRINTERS' INK:

When this company was created about a year and a half ago through a merger . . . we decided on the use of a company flag for the following reasons:

1—To put over the idea of a merger;

2—To capitalize the identities of the merging companies;

3—To create a spirit of unity and enthusiasm among the thousands of employees;

4—To create a spirit of unity and co-operation among the thousands of farmer owners of our equipment all over the world.

We have placed the Oliver Flag at the head of every advertisement carried by this company, on every piece of literature, on our dealers' signs, in our sales manuals, portfolios, etc.; and, in addition, hundreds of our dealers are flying the Oliver Flag above their places of business. We expect to continue its use in every way possible during the coming years. . . .

I should like to have some instances of other companies that have used flags. For example, most of the steamship companies have flags; and a company flag identifies the Eaton stores in Canada. Recently, I read that the idea had been adopted by the Pennsylvania Railroad. I should appreciate the courtesy of receiving such a list.

DAVE E. DARRAH,
Advertising Manager.

INSTANCES of the kind Mr. Darrah seeks are few; and it seems odd that they are not more numerous. As he says, identifying flags have been flown for years by steamship lines; and flags have been adopted by a few of the bigger business enterprises on land. By inquiry, PRINTERS' INK discovers that the idea has been adopted by the Standard Oil Company—for its tankers—by the Texas Company, the Goodrich Tire and Rubber Company, the Erie Railroad and the Pan American Airway—these instances in addition to the fairly well known instance of the Bell Telephone Company.

In design, the company flag generally is a reproduction or adaptation of the company trademark.

For enterprises that operate over big areas, as do the railroads and the steamship lines, the com-

pany flag seems to have served a useful purpose in identification. There seems to be no reason why it should not serve a purpose equally useful for such companies as Mr. Darrah's. As an identifying symbol for a dealer's place of business, a flag flying from a pole would be more conspicuous, perhaps, than a sign over the door. To such a use the Texas Company applies its company flag in foreign lands.

Possibly there is room for improvement in company-flag design. Although there are advantages in repeating the company trade-mark, advantages might accrue, also, if the flag, besides displaying the trade-mark, might be touched with the hand of originality.

It is assumed, of course, that any concern that uses or adopts a company flag will bear in mind, always, the dictates of good taste. In any region or nation in the civilized world, the inhabitants are flag-conscious and flag-sensitive. It would be worse than bad business to permit a company flag even to seem to imitate, or rival, or ignore the national emblem.—[Ed. PRINTERS' INK.]

Appointed by Penn-Dixie Cement Corporation

B. W. Druckenmiller, for the last two years sales manager of the Pennsylvania-Dixie Cement Corporation, New York, has been appointed assistant general sales manager of that company. Before joining the Pennsylvania-Dixie company he was for more than sixteen years with the Crescent Portland Cement Company, Wampum, Pa.

F. J. Selinger, Jr., formerly with the Atlas Portland Cement Company, New York, has been made sales manager of the Pennsylvania-Dixie company.

Join Dunham-Younggreen-Lesan Agency

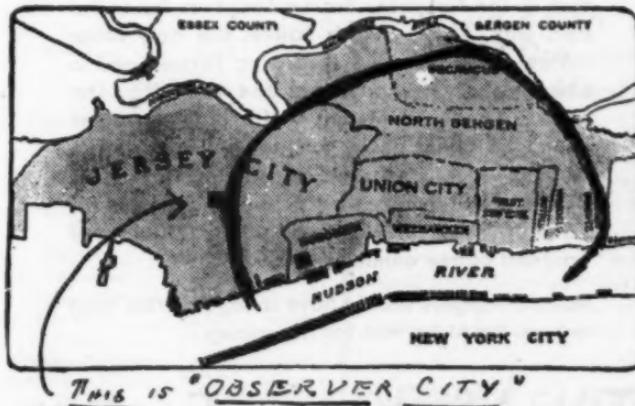
W. T. Deniston and Miss Veron Moran, both formerly of Kau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, now Kau-Van Pietersom-Dunlap, Inc., have joined the staff of the Dunham-Younggreen-Lesan Company, Inc., Chicago advertising agency.

Joins Packing Company

Leo Monahan, formerly advertising manager of the California Vineyardists' Association, San Francisco, has been made advertising manager of the North Ontario Packing Company, Los Angeles.

2c
A LINE
FOR
CITY
COVERAGE

In Hudson County, N. J.
with the
Jersey Observer



Offices

Hoboken Jersey City Union City

National Representatives

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago Detroit San Francisco

Here's A Startling Fact About the Farm Market

There is less brand consciousness of foods, clothing, household equipment, drugs, cosmetics, hardware, etc. in the farm market than among any other group of buyers. And, yet, here is a tremendous volume market,—\$10,000,000,000.00 in round numbers year after year that is the easiest sold market in the world.

In cases where brand advertising, such as Butternut coffee, Nash coffee, Karo, Post Toasties, Calumet baking powder and similar food lines has been placed in State Farm Papers, the results have been immediate and outstanding.

To illustrate, the food survey conducted by the Midwest group of Standard Farm Papers shows that in Nebraska, Butternut coffee, a consistent advertiser in The Nebraska Farmer for years, leads the field with 34.1%. Nash coffee, the only other coffee account in The Nebraska Farmer and a comparatively new one, is second with 8.9%. The next in line has only 3.8% with eighteen other brands trailing down to .1%, followed by a miscellaneous no-brand mentioned group of 32.1%, in a territory with a potential market for 1,559,000 lbs. of bulk and 4,887,000 lbs. of branded coffee annually.

Sales managers should have a copy of this food survey. It's to be had for the asking.

THE NEBRASKA FARMER

Nebraska's Farm and Home Paper

Lincoln, Nebraska

Also

Publishers of the Nebraska Merchant and Trade Review

Nebraska's Trade Paper

Nebraska Member
Standard Farm Papers, Inc.

FARM PAPER SUMMARY
FOR JULY

COMMERCIAL ADVERTISING
LINEAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLIES

	1929	1930
	Lines	Lines
Country Gentleman ...	37,106	32,105
California Citrograph ...	17,199	17,685
Capper's Farmer	16,147	\$15,919
Successful Farming ...	11,113	11,571
New Breeder's Gazette.	13,614	10,700
Farm Journal	7,945	8,257
Country Home	8,262	6,675
Florida Grower	6,548	6,432
Better Fruit	5,430	6,182
Poultry Tribune	4,671	5,634
Amer. Fruit Grower...	3,342	5,042
New England Dairyman	4,872	4,918
The Bureau Farmer...	2,856	3,903
Farm Mechanics	5,200	3,718
National Live Stock		
Producer	4,089	3,584
American Farming	2,776	3,038
Farmers' Home Journal	634	1,345
Pacific Homestead	2,212	828
Totals	154,016	147,536

*Smaller Page Size.

SEMI-MONTHLIES

	1929	1930
	Lines	Lines
Dakota Farmer	23,606	23,882
Hoard's Dairyman	15,532	19,696
Oklahoma Farmer-St'kman.	13,747	18,328
Montana Farmer	18,850	14,936
Missouri Ruralist	15,523	13,665
The Arizona Producer..	8,542	*11,741
Western Farm Life....	8,890	11,480
Arkansas Farmer	1,613	10,120
Utah Farmer	7,581	10,059
The Illinois Farmer....	9,311	8,741
Southern Agriculturist.	5,395	7,632
Southern Planter	5,638	6,415
Southern Ruralist	5,040	5,924
Missouri Farmer	3,486	4,216
Southern Cultivator ...		1,645
Totals	142,754	168,480

*Larger Page Size.

A Standard Farm Paper

Livestock
Is the Basis
of Prosperity



You Can Reach
125,000 Owners
Every Month

Breeder's Gazette now offers you the largest circulation in its forty-nine years of service to the Live Stock Industry.

Gross returns to Live Stock owners are consistently large. You will profit by giving this market preferred attention.

BREEDER'S GAZETTE

Purebred Record Building
Union Stock Yards Chicago

Representatives:
STANDARD FARM PAPERS
CHICAGO

WALLACE C. RICHARDSON
250 Park Ave., New York City

Aug. 21, 1930

Aug.

Firms Like These Use Our Warehouses In Distribution

Look at the wide variety of products pictured in this photo. Consider the complex marketing problems faced by the makers of this merchandise. Then realize that all these products—and many, many more besides—are distributed through member warehouses of the American Warehousemen's Association.

We receive such merchandise in carload or less-than-carload lots . . . store it for the owners at our member warehouses in 189 cities throughout the United States, Canada, Cuba, Hawaii . . . and then distribute it wherever and whenever the owners wish.

We can perform the same service for you . . . do everything that your own branch house would do in the physical distribution of your merchandise. And we'll do it for less than it would cost you to operate a branch.

Send for Free Book

"Salespage booklet" tells all about our service. It is called: "Increasing Your Sales Through the Use of A. W. A. Public Merchandise Warehouses." Send for a copy and learn all about our plan of distribution.

Merchandise Warehouse Division
AMERICAN WAREHOUSEMEN'S
ASSOCIATION

1759 Adams-Franklin Building
Chicago, Illinois 60616 U.S.A.

Wesson Oil
WEST MANUFACTURING COMPANY
ST. LOUIS, MO.
U.S.A.

A Pure DELICIOUS
Vinegar & Oil

MAZOL
A PURE
SAFADA COOKING



WEEKLIES

(Four Issues)

	1929	1930
	Lines	Lines
Kansas Farmer, Mail & Breeze	24,775	23,133
The Farmer-Farm, Stock & Home	25,476	22,458
Wisconsin Agriculturist & Farmer	22,066	22,435
Wallaces' Farmer &		
Iowa Homestead	14,223	21,765
Nebraska Farmer	26,898	21,661
California Cultivator ..	13,654	21,606
Washington Farmer ..	11,084	†18,486
Prairie Farmer	18,301	18,360
Pacific Rural Press....	16,259	18,121
Pennsylvania Farmer..	15,627	17,598
Ohio Farmer	17,023	17,072
Farm & Ranch.....	17,696	16,826
Oregon Farmer	10,593	†16,712
Michigan Farmer	16,067	16,277
Idaho Farmer	11,629	†14,937
Rural New Yorker....	12,561	14,155
The Farmer's Guide....	14,414	13,912
New Eng. Homestead..	15,840	13,547
American Agriculturist.	9,647	12,141
Progressive Farmer &		
Farm Woman	10,157	11,447
Dairymen's League		
News	4,150	3,972
Totals	328,140	356,621
†Five Issues.		

FARM NEWSPAPERS

(Five Issues)

	1929	1930
	Lines	Lines
Kansas City Weekly		
Star	16,516	20,000
Memphis Weekly Commercial Appeal	4,364	2,895
Dallas Semi-Weekly		
Farm News	*4,000	*2,842
Atlanta Tri-Weekly		
Journal	1,833	718
Totals	26,713	26,455
*Four Issues.		
Grand Totals.....	651,623	699,092

(Figures compiled by Advertising Record Company)

Appoints H. Gonthier

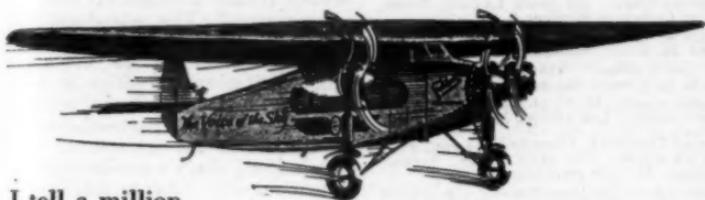
Joseph Elie, Ltd., Montreal, gasoline and oils, has appointed H. Gonthier, Montreal advertising agency, to direct its advertising account. Newspapers and magazines will be used.

I tell
a day
Person
When
I Tel
You
SELL



The V

The DYNAMIC EMPHASIS for Advertising - Selling



I tell a million
a day the
Personal way

When
I Tell,
You
SELL

'THE'
VOICE
OF THE
SKY



Tells and Sells

Exclusive
Nationwide or
Territorial.
Quotations
on Request.

The VOICE of the SKY, Inc., 420 Lexington Ave., New York, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. **PRESIDENT** and **SECRETARY**, J. I. ROMER. **VICE-PRESIDENT**, R. W. LAWRENCE. **TREASURER**, DAVID MARCUS. **Sales Manager**, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Govt. COMPTON, Manager.

Atlanta Office: 87 Walton Street, Gno. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
KOY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF
 E. B. Weiss C. P. Russell
 Arthur H. Little Andrew M. Howe
 Thomas F. Walsh Eldridge Peterson
 H. W. Marks Don Masson
 Allen Dow
 A. H. Deute, Special Contributor
 Chicago: G. A. Nichols
 Frederic Read
 Philip H. Erbes, Jr.
 London: Thomas Russell

NEW YORK, AUGUST 21, 1930

Advertise Correct Usage

merely because of close association with a product. Of all these perfectly natural mistakes, however, there is none more natural than that which is based on the assumption: Everybody knows exactly how to use our product.

The ways in which the public may misuse a product are truly infinite. Sometimes these misuses actually constitute new uses which, when discovered by the manufacturer, may lead to new and broader markets. More often, however, a market is restricted when the public's knowledge of how to use a product is limited.

Take such a common, everyday product as spool thread. Here is

There are almost innumerable errors into which one may fall

an item that has been in use for we don't know how many years. It would seem a perfectly logical assumption that all women know the correct uses of spool thread.

Nevertheless, the largest manufacturer in this field is going to run a national advertising campaign based solely and entirely on the fact that too few women know the real secret of obtaining perfect sewing results through the use of sewing thread. This manufacturer, The Spool Cotton Company, contemplates the use of space in general publications in which it will tell women that in all sewing, the thread used should harmonize with the strength and texture of the fabric itself. Says a business-paper advertisement: "As a service to women who sew and as a service to merchants who carry J. & P. Coats and Clark's O.N.T. threads. The Spool Cotton Company will publish sixty-one million advertisements during the fall season to guide thread users in the selection of thread of the proper sizes."

There are two advertising fundamentals which, when properly used, constitute copy angles that can never be overdone. Actually, they are one and the same, but as customarily employed, they are divided into two parts. One is correct usage; the other is new uses.

Bankers in a Huddle

Proving the bifurcated effect of an ill wind, the savings banks, most literally, are cashing in. As in every period of slackened business, savings deposits are climbing. Rather easy would it be to picture the banker smiling and rubbing his hands in complacent satisfaction. The banking business is good. Just watch it roll in!

As a matter of fact, however, the banker-in-the-flesh is doing some serious thinking.

The fifteenth annual convention of the Financial Advertisers Association will convene in Louisville on September 17; and for four days, the "merchandising" men of financial institutions from coast to coast will study the business of selling bank service to the public.

The association's president, A. E. Bryson, of Halsey, Stuart & Co., of Chicago, calls upon his fellow advertisers to go into a "huddle." "There is need for conferring," he says, "for appraisal, perhaps a change."

"The Louisville convention will be just that—a business huddle," President Bryson announces in the financial advertisers' "Bulletin." "Not a desultory conference, with aimless banter and time-consuming yarn-spinning, but a purposeful gathering of alert minds, intent on appraising the opposing lineup, and seriously searching for new ideas, new methods."

Perhaps even the manufacturers will do well to watch what comes out of Louisville. There are scores of banks whose advertising today is good enough for anybody's emulation.

And besides, there is direct interest for every manufacturer in the banks' position in the newer and broader-fronted competition for a share of the consumer's dollar.

Sitting Around Waiting

Waiting for something to turn up. This is what is said to have taken place in the old-time general store, which was a meeting place for the town loafers. It was a common occurrence in cigar stores, before the chains discovered they need not pay rent to accommodate hangers-on. And it is still in evidence today, among a class of men who know the value of time and, consequently, ought to realize that the world is striding past them and that they can never catch up by sitting still.

To go ahead with the multitude is not so hard, but it requires a different sort of marching quality to stride on as individuals. The temptation is great to join the throng on the sidelines, but the reward may be even greater than ordinary to the man, the firm, the corporation that plots out an avenue for advance now instead of awaiting a happier day.

Waiting for something to turn up? This is not the policy of the American Radiator Company, for

it decided there was plenty of work to be done in the 16,000,000 old homes that need modern heating devices. And then it harnessed itself shoulder to shoulder with its 21,000 stockholders to go after that business.

Maybe this company's sales are not what it would like, but they are infinitely better than if the year had been spent in sitting around waiting.

U. S. Tire sales in July were a five-year record breaker. People marvel—how can that be true in a year when automobile sales are down? One thing is certain: the members of this company's sales organization were on their feet, rather than sitting down.

In July the Rex Cole retail organization in and around New York was able to hang up a record as "the greatest month so far" in the sale of G. E. refrigerators. It required planning, contests and enthusiasm. But the record is there—in a time when most folks seem to believe that records are unattainable.

This is the point: However much or however little the sales of any company may be, they may be increased. As a man thinks, so is he. If he thinks he is beaten, it is hard for him to win. If he sits down waiting for something to turn up, he can't go ahead.

Another Censorship?

A pioneer in radio discovery and invention asserts that direct sales talk "on the air" must be curbed and modified. Unless this is done, he predicts, Government will step in and regulate to a greater degree than has so far been the case. This prophet is none other than Dr. Lee De Forest.

It would be so much better if the radio industry were to regulate its own domestic affairs, rather than court governmental interference. The better minds in the broadcasting business realize this. As a rule the more important stations scrutinize the advertising talk in their "sponsored" programs with great care. For them to persuade the little fellows to follow their

Aug. 21, 1930

good example is no easy task, but it would be well worth doing.

When governmental agencies set out to investigate, there is no telling where the chips may fly.

"Let's Appoint a Committee!" Out of a sky as clear as any business sky can be these days, many a business executive recently has received at least one letter reading approximately as follows: "Dear Mr. Willinks:—This is to notify you of your appointment on the Standards Committee of the International Association of Fabricators of Shirts. The first fall meeting of the general committee, scheduled for September 10, will be devoted to discussion of the proposed appointment of a Sub-Committee on Curtailed Tails. Please bring with you \$2.50 for the luncheon and any data that might guide the Committee in its deliberations. Very truly yours, John K. Illegible, Chairman. P. S.—The meeting will be held in Yonkers, at a specific place later to be announced by the Sub-Committee on Committee Arrangements."

Rather often, the recipient is surprised and dismayed—surprised because he never has heard of the I. A. F. S., and dismayed because he knows next to nothing of shirt-making problems, having dedicated a long industrial career exclusively to the manufacturing of lawn swings and wheelbarrows.

Perhaps it's some super-imposed concomitant, this epidemic of committee-appointing. Or perhaps now that business men have other matters to annoy them, a chronic nuisance merely becomes more apparent. Anyway, it seems that every working day of the week, millions of conspirators gather in clandestine little clusters all over this land and say to each other: "Let's appoint a committee!" Then one man in each group is blindfolded, given a toothpick and a classified directory, and told to punch, at random, forty-seven names.

It may be that we exaggerate. But if we mistake the specific

method, at least we indicate what seems to be a general principle.

Undoubtedly, committees have served useful purposes. By the mere law of averages, some of them *must*. Perhaps some committees are necessary. But in the vast majority of instances, it would seem wiser, if a committee is demanded by the by-laws or something, to proceed as follows:

To appoint his committee, let the chairman retire to some private place, write down on a piece of paper all the names he can think up, then seal the paper, carefully, in an envelope and mail it to George Washington.

Thus he will avoid annoying a number of busy men and leave himself clear to go ahead and do the committee's work himself—if actual work there be to be done—and do the job better and more quickly than could any heterogeneous and more or less unwilling cabal of collaborators.

A. S. Otto with Hurley-Townsend Corporation

Alfred S. Otto, formerly head of the trade sales division of the Moto Meter Gauge & Equipment Corporation, Toledo, has joined the newly formed Hurley-Townsend Corporation, New York, as sales and advertising manager. The Hurley-Townsend organization will manufacture and distribute H-T copper cooled mica spark plugs.

G. H. Cox Joins Clarke Agency

Glenn H. Cox, formerly with Eldridge-Northrop, Inc., Trenton, N. J., advertising agency, as copy writer and layout man, has joined the E. A. Clarke Company, Philadelphia advertising agency, in a similar capacity.

Canadian-Fairbanks Advances J. O. Pitt

John O. Pitt, for the last three years assistant to the advertising manager of Canadian Fairbanks-Morse Co., Montreal, has been appointed to the position of advertising manager.

New Account for O'Keefe Agency

The Cassidy Company, Inc., New York, maker of lighting fixtures, has retained the New York office of the P. F. O'Keefe Advertising Agency as advertising counsel.

Newell-Emmett Company

Incorporated

Advertising - Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

FOUNDED in the belief
that reputation would
follow a concentration
of effort in serving with
extra thoroughness the
individual requirements
of a limited number of
advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

Some More Ideas on Stimulating Member Attendance

WHAT brings members to meetings? This question was asked in *PRINTERS' INK* of July 17 in connection with an article that reviewed the difficulties that many advertising clubs have in carrying on activities through the summer. Since the publication of that article, *PRINTERS' INK* has received descriptions of plans used by a number of clubs. Some of these plans have been reported in letters that have appeared in subsequent issues.

Emery E. Olson, managing director of the Advertising Club of Los Angeles, contributes a report on a plan that has been found an effective solution to the summer meeting question as it confronts the Los Angeles Club. Regular meetings have been dispensed with during July and August but this year weekly sessions were held as an experiment. These sessions took the form of an Institute on Club Management. The purpose of the Institute was outlined to members in an announcement that stated:

We have spent years and years in the study of advertising. Now let us devote eight luncheon meetings to the study of the advertising club; certain important phases of advertising club management, at least.

There will be forty-five minutes of discussion at each of these meetings. Twenty minutes will be allotted to a speaker and twenty minutes to the audience for general discussion.

What is wanted is suggestions and criticisms. There will be no sacred cows to worship. The floor is yours and the sky is the limit.

Topics assigned for each of the meetings were as follows: "Why Is an Advertising Club?"; "Club Morale"; "Program Building"; "The Advertising Club as a Maker of Men"; "The Art of Chairmanship"; "The Club Budget"; "The Greatest Present Need of Organized Advertising," and "The Club Committees."

Another innovation in the club's summer schedule was a program of departmental luncheons for the

purpose of mapping out the winter schedule.

"The attendance has run sometimes over fifty and occasionally under," Mr. Olson reports, "but always a well attended meeting of representative men in the club." Each of the six groups that already have met has started to organize programs for the winter.

At the Richmond Advertising Club, there is used what Clarence Ford, Jr., describes as the Buddy System. The more aggressive members assume the responsibility of telephoning five or six members who are less enthusiastic. This system of getting membership attendance generally corrals enough members to make an impressive audience.

R. Allan Rinehart, chairman of the attendance committee of the Portland, Oreg., Advertising Club, recommends adoption of the group attendance committee method. The membership of the club is divided into ten groups, each with a chairman and four assistants. Prizes are awarded to the group which, over a two-month period, has the highest percentage in attendance. "By re-arranging our lists among the teams," writes Mr. Rinehart, "we plan to carry on this program throughout the coming year. We are working on the theory that if a member finds others personally interested in his attendance, he is much more apt to be among those present when the president strikes the gavel."

One of the most important things that keeps the Des Moines Advertising Club alive during the summer, in the opinion of T. J. Edmunds, secretary-treasurer, is what is known as the "nest." The club meets at Younkers Department Store, which sets aside a corner room adjacent to the dining room for the exclusive noonday use of club members. This spurs the getting together of more active members who sit over the problems of the day and find the nest a convenient place to hatch ideas.

Kansas City Club Appointment

Leon Rudd has been appointed chairman of the program committee of the Advertising Club of Kansas City.

Western Advertising Golfers Play August Tournament

H. W. Markward, *True Story Magazine*, won the low gross prize in the August tournament of the Western Advertising Golfers' Association held at the Illinois Golf Club last week. He had a card of 76-40-116 for the twenty-seven holes of play. D. E. Sawyer, Williams & Cunningham, Inc., was second with a score of 121.

Harry J. Hurlbut, *Redbook*, won low net honors for the day with 137-26-111. John J. McConnell, J. P. McKinney & Son, was runner-up.

John H. Victor, W. F. Lockridge, L. L. Northrup and Mr. Markward were members of the low gross foursome. Malcolm D. Stewart, Jr., Fred Wilcoxen, H. S. Stevens and Werner B. Schmidt made up the second low gross quartet.

H. M. Brenesia, W. D. Washburn, George M. McCallum and Jerome T. Seehoff composed the low net foursome. Second place went to Linn T. Piper, H. R. Van Gunten, L. M. Bishop and Mr. Hubnut.

John W. Cullen, Jr., G. W. Harker, John Petrie and Mr. Seehoff were tied for the lowest number of putts with 46 each.

Daniel J. Woodling, for fifteen years publisher of the San Antonio *Texas Pioneer*, died last week at that city. He was seventy years old.

Harn to Address First Six-Point Meeting

O. C. Harn, managing director of the Audit Bureau of Circulations, will be the guest speaker at the first meeting of the 1930-31 season of the Six-Point League of New York, to be held on September 18, at the Advertising Club of New York. Mr. Harn, at this meeting, will go over the new style publisher's statement with members of the League. P. L. Thomson, president, and W. F. Hoffman, New York manager of the Audit Bureau of Circulations, will also attend the meeting.

Montreal Club Is Host to R-100 Crew

An attendance of close to 600 people marked an outstanding event in the history of the Publicity Club of Montreal which was host to the officers and crew of the *R-100* after its air voyage over the ocean. Sir C. Dennistoun Burney, designer and builder of the *R-100*, was guest speaker.

The program was broadcast over five Canadian stations.

Appoints M. C. Mogensen

The Alameda, Calif., *Times-Star*, has appointed M. C. Mogensen & Company, Inc., publishers' representative, as its national advertising representative.

RADIO

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No. 4

WHO?

In April, 1929, a maker of wristwatches contracted for \$50,000 worth of evening time signals. In 8 months' time, the appropriation rose to \$300,000, warranted by the increase in business, due solely to radio broadcasting. He is now spending over \$400,000 for time signals on a large list of stations. Of course, dealer cooperation has been tremendous.

The complete story may be secured from

SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

274 Madison Avenue, New York City

180 N. Michigan Ave.
Chicago, Illinois

Fisher Bldg.
Detroit, Mich.

10 High Street
Boston, Mass.

The Little Schoolmaster's Classroom

IT may come to the ears of the Class, as it has to the Schoolmaster's, that the Machine Age is tottering on its last legs. It would be unbecoming in the Schoolmaster to venture a prophecy either way—though he does believe that the marvels that have been performed by power, generated by heat and by water, will not be dumped into the rubbish heap until something better is found to take their place.

It is worth an hour of a man's time, however, to think over some of the accomplishments of machinery—to make a list of some of life's necessities that would still be unknown had not labor-saving machinery been invented to inspire invention on invention. The Schoolmaster will not make such a list—it is each man's job for himself and once started, he will find it so fascinating that it will be anything but a task.

The wonder is that, instead of issuing a jeremiad when industry slackens its forward pace momentarily, these prophets of woe cannot see the infinite possibilities for a better and more humane era, when machines may become truly the servants of man in a manner now undreamed.

It does not prove the futility of machines that they have left men without work. Rather, it is a sad commentary on man himself, and a job for him in the days immediately ahead. With a list of the accomplishments of machinery in front of one, it is not too fantastic to imagine an era in the future when the wastage of today will be a utility, when mankind will profit from scant employment, when poverty will be wiped out because prosperous individuals will no longer tolerate it.

And perhaps the Schoolmaster is not so unbiased on the subject of this Machine Age as he set out to be.

* * *

"In the thirty-five years of its

history, the American automobile industry has presented to the public 640 different makes of passenger cars."

So starts a report issued by the Automotive Division of the U. S. Department of Commerce. These 640 makes, the report continues, have dwindled to forty-five that are actually being made today.

The Schoolmaster wonders whether the same story will be told some years from now with regard to the radio industry. The number of radio companies that have been struck off the industry's roll call already mounts to a considerable total. It seems likely that the total will be increased before the industry may truly be looked upon as thoroughly stabilized.

The interesting feature of this bit of statistics is that it seems as though a new industry—just like any product of nature, including the human—must endure its growing pains. It must suffer trials and tribulations and, by the seemingly everlasting method of trial and error, work out its salvation.

There is just one point of difference between the two industries. It was at least twenty-five years before the automotive industry could accurately be termed stabilized. The radio industry may not take that long to reach full maturity.

Would it be improper to credit advertising with at least a part of the credit in thus shortening the period of adolescence? When the automobile industry began to make its mark, some thirty-five years ago, advertising itself was still an infant. But when radio flashed across the horizon, advertising had divested itself of its juvenile clothes and it took the new invention by the hand and helped steer it clear of at least a few of the shoals that more than once came perilously close to wrecking the automotive industry.

* * *

Your Schoolmaster acclaims the



Gentlemen Prefer Bonds

HABITS are strong. For example, the morning mail arrives. We run thru it. Separate letters from the "circulars" and give letters our first and more important consideration. We unconsciously regard typed messages on bond paper as letters and coated stock as circulars. That's the result of custom . . . habit.

This has, or should have, much to do with the kind of paper we select for our illustrated sales letters. You cannot risk having the sales letter regarded as a circular! Nor is there any danger of that if you select TWO-TEXT—a fine bond sheet that is coated on only one side.

For the typewritten part, it has the "feel" and "looks" that insure it the preferred treatment which letters are accorded.

For the inside of your four-page letter, TWO-TEXT provides a velvety surface of White, Dawn, Dusk, Dune and Dale on which fine screen halftones print perfectly.

At a cost of two cents, you mail letter and printed description all together for immediate action or ready reference. They will close many a sale before the slower traveling catalog gets under way. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT ILLUSTRATED LETTER PAPER

Aug. 21, 1930

birth of a new word—solicitee. Its creator is Harrison B. Grimm, of the powerful Guardjan Detroit Union Group of financial institutions.

In "The Detroiter," official publication of the Detroit Chamber of Commerce, Mr. Grimm identifies the solicitee as "a cross between a solicitor and a racketeer." A solicitee is the glib person—often, indeed, more convincing and more persuasive than an honest salesman—who gathers funds for causes not always worthy, for orphans that later turn out to be nonexistent, for hospitals as thin as ether, for firemen's annals that somehow never manage to appear in material form.

Defeating solicitees long has been one of Mr. Grimm's best-loved hobbies. He's called hard-boiled. He has learned to say "No" more definitely and more persistently than the chairman of the loans committee. Long he has set an example for other financial advertising men.

It seems that Mr. Grimm's

greatest achievement is his latest—the invention of a name for a national pest. For now—as perhaps the slangier members of the Class might express it—for now, when you throw the bozo out, you know what to call him.

* * *

In explaining the technical virtues of a product, it is often difficult in advertising copy to remember that the prospect may not be so familiar with the lingo of an industry as those immediately concerned with the manufacture and sale of a product.

In washing machine advertising, for example, one often finds mention of rotating speeds in the description of the motor. To most women, and even to many men, this description may mean little or nothing. It is interesting, therefore, to call the attention of the Class to the advertising of the Laundryette Corporation, of Cleveland, which, in its advertising, translates rotating speed into terms more generally familiar to the buying public. In this company's ad-

Well-known Publishing Executive Available Sept. 1st

He has held important positions in three nationally known publishing houses, for which he has built, installed and operated large plants, has controlled all purchasing, production and personnel, and in two instances has been director of advertising sales, circulation, and editorial departments.

Because of the sale of several periodicals owned by his present company, this man will be available for a new connection after September 1st.

Publishers, manufacturers, bankers or brokers who are interested will address Lyddon, Hanford & Kimball, Inc., 110 E. 42nd Street, New York City.

An operating executive of twenty years' experience will be free for another position.

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of



16 Years of Printers' Ink at ▲ ▲ ▲ THE BUCHEN COMPANY

"Our bound volumes of *Printers' Ink* date back to 1914. The data and information contained in these volumes are among the most valuable we have in our files and library.

"One of the first steps in the development of an advertising campaign is to learn what has been done and what has not been done in the past. This can be learned quickly and authoritatively by referring to *Printers' Ink*."

THE BUCHEN COMPANY,
Advertising Agents.

For current use the Buchen Company subscribes to four copies of *Printers' Ink* and two copies of *Printers' Ink Monthly*.

Aug. 21, 1930

Experienced SPACE BUYER Available

*
25 Years of Agency Service.

*
Millions of Dollars of Automobile, Food Product, Implement, Apparel and Mail Order Appropriations have been successfully Invested under His Direction.

*
Formerly Connected with Successful Middle Western Agency.

*
Seeks Connection with Larger Metropolitan Firm, either to Create a Space Department or Strengthen Present Department.

*
Fully Experienced in Preparing and Presenting Sound Space Plans Covering all Forms of Media.

*
Salary at Interview.

*
Address "R," Box 21,
Printers' Ink.

vertising, instead of using the time-worn sales argument that the revolution per minute speed of the motor is so-and-so, the prospective purchaser is told that clothes will rotate in the Aristocrat model at "forty-five miles an hour." To anyone who has ridden, driven or had a car in the family, this method of description creates a concept readily grasped.

* * *

There's just no fun in paying bills. There is profit—generally 2 per cent—in paying them promptly. And there are ways, besides, in which outgoing checks can be made to pay something in good-will.

For example, the Schoolmaster encounters an idea that might be used to good effect in many offices. Harvey J. Dobbs, an insurance man in Watertown, N. Y., attaches to every outgoing check a little flier that reads:

Here's My Check—Gladly
I am satisfied that it represents value received, and I know my company can offer you equally great satisfaction. Please be kind enough to remember the Connecticut Mutual Life Insurance Company when you're in need of Life Insurance Service.

A bit of "reminder" advertising, attached to a check, would seem to be in a position of advantage; for certainly it could scarcely approach its recipient through a more favorable reception.

* * *

The morass into which the book industry is haplessly plunged has received much attention from the press. Book clubs, the low-priced book, poor and inadequate advertising, uneducated and sluggish dealers and other factors have all been singled out and condemned as the cause of the demoralization of the book publishing business.

Every move on the part of a publisher is watched not only by competing publishers but by every student of merchandising.

The latest innovation in book merchandising is announced by the firm of Henry Holt & Company. On August 22 the company will release "Pied Piper," a novel by Daphne Muir, which will sell at a retail price of \$2.50. But here is where the innovation comes in:

readers who feel that the book is not worth the price may return it and receive their money back in full.

"Satisfaction or your money back" is a cardinal principle of mail-order selling. It has proved essential in the success of scores of businesses. It would be rash, however, to assert that its application to book publishing will prove the long-sought remedy. Nevertheless, the guaranteed book will be closely watched. It should be commended at least as an attempt to lift the novel out of the price-haggle category.

Co-operative Campaign Planned for Canned Cranberries

Representatives of concerns controlling the cranberry preserving factories in New England, on Cape Cod, met in Boston recently and entered into a co-operative agreement for the canning and marketing of this product. The new organization will be known as the Cranberry Canners, Inc., with headquarters at South Hanson, Massachusetts. Marcus L. Urann will be the president. The organization has adopted the trademark Ocean Spray and its product will be merchandised under that name.

A ten-year advertising campaign has been planned which is scheduled to start at once. Newspaper, outdoor and radio advertising will be used. Ingalls-Advertising, Boston advertising agency, will handle the account.

A co-operative agreement has been entered whereby the growers agree to supply the canners with a certain grade of berries at a certain price for a ten-year period. These growers who have signed this agreement control over 60 per cent of the total yearly crop. They number well over a thousand.

To Direct Union Drawn Steel Sales

Fred C. Young has been appointed general manager of sales of the Union Drawn Steel Company, a subsidiary of the Republic Steel Corporation. Mr. Young has been with the Union Drawn Steel Company for sixteen years, including four years at the Detroit district office and nine years at the Cleveland office. In 1928 he became assistant general manager of sales and now succeeds George Mitchell who has resigned as vice-president in charge of sales.

Heads Lea Fabrics Sales

A. J. Healy has been appointed sales manager of Lea Fabrics, Inc., Newark, N. J., manufacturer of carpeting for automobiles. His headquarters will be at Detroit.

Just Published!

TYPOGRAPHY AND MECHANICS OF THE NEWSPAPER

By Kenneth E. Olson

A clear and concise manual, explaining in elaborate detail the characteristics of the various type families, how type is handled in newspaper plants, and how all kinds of types may be used to secure the best effects. Also a full explanation of typesetting machines, printing presses, the problems of make-up, and other mechanical problems of newspaper making. The illustrations are extensive and illuminating. \$5.00

This is an Appleton Book

D. APPLETON AND COMPANY
35 West 32nd St., New York

THIS MAN'S RECORD MAY INTEREST YOU

\$160,000 worth of industrial advertising was this man's volume last year.

He's looking for a new connection where he can boost this a few thousand.

He offers a publisher:

1. 8 years' experience with world's largest publisher of Technical and Business papers.
2. An Engineering College Education.
3. Experience with two of the largest electrical manufacturers.
4. An extensive acquaintance with advertisers and advertising agencies.
5. Proven Sales Ability.

This man can be reached by addressing:

"V," Box 24, Printers' Ink

MERCHANDISE MAN

Will Consider a New Connection

His experience includes notable work in two very large department stores—and his breadth of experience and resourcefulness qualify him to act as manager—chain-store executive—merchandise consultant—sales executive. He has judgment, leadership—unusual breadth of viewpoint. And he gets things done. The new conditions in merchandising demand just such ability.

Please address the undersigned, of whom this man is a client.

WHIPPLE & BLACK, INC.
1016 Fox Theatre Bldg.
Detroit, Mich.

Can You Use This Experience in Chicago?

**Valuable to any Publisher,
Advertiser or Agency**

Successful record in advertising, sales, merchandising and editorial work. Now advertising manager leading national trade journal. 5 years managing editor outstanding merchandising magazine. For 10 years advertising executive on famous newspaper. Available soon. Highest credentials. Young. Married.

Address "U," Box 23
Printers' Ink, 231 So. La Salle Street
Chicago, Illinois

IF YOU NEED

In your organization a young, straightforward, resourceful man, with intelligence, culture, and proofs of successful advertising and sales-promotion work, you may be interested in seeing me. Besides an advertising man, am first-class correspondent in English and Spanish, an able translator from the Spanish and Argentine, understands the Latin American temperament, and can make good in any Export position where initiative is a prime requisite. Moderate salary to start. "W," Box 23, P. I.

General Foods Speaks Its Mind on Prices

THE answer of the General Foods Corporation to the criticism that national advertisers are slow to give their customers the advantages of lower prices—lower retail prices that ought to follow lower commodity prices—is a price policy that, on its present basis, will save American housewives \$18,000,000 a year.

Thus General Foods' position in the price situation was outlined to PRINTERS' INK Monday by E. E. Taylor, executive vice-president.

Although price has come into public attention and public discussion only recently, General Foods began lowering wholesale prices last October, Mr. Taylor said. The most recent reduction is two cents a pound, at wholesale, on Maxwell House Coffee; but Mr. Taylor pointed out that the 2-cent reduction brings the total reduction, since October, to 23 per cent; and Hellmann's Mayonnaise has been reduced 18 per cent. The wholesale price on Log Cabin Syrup has been reduced 9 per cent.

The corporation is frank. Its purpose, as explained in a public statement officially issued, is "the idea of increasing sales on many of its eighty products, twenty-four of which are nationally advertised brands."

The statement quotes Mr. Taylor as follows:

"While the public gets most of the benefit from such a policy, the 400,000 grocers in the United States also benefit from more rapid turnover of our goods. While receiving smaller profits on many lines, our company during the first half of the year sold the largest amount of food in our history; and August sales are showing a marked increase over July."

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Grauman Bldg. Thomas L. Bridges Manager for United States

General Foods, speaking through Mr. Taylor, sees no reason, either, why drought conditions should operate to raise prices on the corporation's items. For: "The company bought several million bushels of corn and wheat at low prices during recent months, and has no intention of using shortages in these crops as an incentive to raising prices on such products as Post Toasties, Grape-Nuts, Post Bran Flakes and Swans Down Cake Flour."

Sears, Roebuck Report Eighth-Period Sales

Sears, Roebuck & Company report that sales for the eighth period of twenty-eight days under their thirteen-month plan, from July 17 to August 13 inclusive, amounted to \$25,344,275, against \$27,755,557 during the corresponding period of 1929, a decrease of 8.7 per cent.

Sales from January 1 to August 13, were \$223,607,283, against \$236,471,336 in 1929, a decrease of 5.4 per cent. The company reports that these figures are a considerably better showing than in the seventh period when sales were off 14.9 per cent. In the sixth period sales were off 7.4 per cent and in the fifth 6.1 per cent.

D. E. Sampson with Minneapolis "Journal"

David E. Sampson, for the last six years with the New York *Daily News*, has joined the advertising department of the Minneapolis *Journal*. For the last three years Mr. Sampson had been with the Chicago staff of the New York *Daily News*.

New Accounts with McCann

The Federal Water Service Corporation, New York, has appointed the New York office of The H. K. McCann Company to direct its advertising account. The Refiners Oil Company, Dayton, Ohio, has also placed its advertising account with the New York office of the McCann agency.

New Office for "Wall Street Journal"

Samuel D. McFadden has been appointed manager of the new office opened in the Exchange Building, Seattle, for the *Wall Street Journal*, New York.

New Advertising Business at Pasadena

The Anita Jaffe Advertising Agency has been started at Pasadena, Calif., by Miss Anita Jaffe, with offices at 41 East Green Street.

8 YEARS' EXPERIENCE

Magazine Representative—formerly from Chicago—would like to return to that city. All around general advertising experience in the East. Six years' training with largest publishing company in world. Now employed —41 years old—married. Address "T," Box 22, Printers' Ink.

Copy and Plan Man Wanted

Must be young, alive, experienced, well-rounded writer; full of ideas, visualizer, capable of working energetically without close supervision.

Real opportunity offered in medium-sized agency; give full details—no samples—age, education, experience, references. Salary to start \$4,500.

Address "A," Box 28
Printers' Ink

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

FOR SALE

PHOTO-ENGRAVING PLANT — completely equipped, established eight years, can be bought at a sacrifice. Write Box 572, Printers' Ink.

NEW COPY FOR SALE OF ACHIEVEMENT

Write offer to Russell
Box 600, Niagara Falls, N. Y.

EMPLOYMENT SERVICES

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Ave., New York City
Caledonia 2611

HELP WANTED

ADVERTISING SALESMEN — Full or part time; original direct mail plan; repeats; big seller; big down payment with each order. Give experience. Box 556, Printers' Ink.

EDITOR WANTED—Male—with successful record on trade or business papers for old established and successful paper. Give full details in letter. Salary. Box 561, Printers' Ink.

ART EDITOR—Wanted for popular magazine. Half time. Box 559, Printers' Ink.

● COPY WRITERS ●

For Prominent Mid-Western 4-A Outstanding men, age 28-38, experienced in Agencies on nat'l accounts, \$125 to \$250 wk. Other attractive openings. See Walter Lowen, Pres., VOCATIONAL BUREAU, Inc., 108 W. 40th St., N. Y. C.

\$10,000 a Year Selling Advertising Ideas

If you are interested in a real selling job like this in the Metropolitan District write us for the whole story how other salesmen are doing it this year. Correspondence confidential.

Address Box 565, Care of Printers' Ink

CIRCULATION MANAGER.

wanted for general magazine. State previous magazine connections. Box 564, Printers' Ink.

Can you sell Creative Printing?

If so, there is an unusual opportunity awaiting you in sales and service work in building up trade in and around Boston for a new low-cost printing process. Company established 40 years, specialists in reproduction methods, have exclusive field for process in question. The field is fertile—and has just been "scratched." Apply by letter, telling your "experience story" in full, and stating salary desired.

Box 562, Printers' Ink

MISCELLANEOUS

Part of Furnished Office to Rent

Desirable location. Grand Central Zone. Inquire Room 960, Graybar Building, New York.

MAGAZINE PRESS wanted for Halftone work. Send samples of printing, size and make to Box 560, Printers' Ink.

POSITIONS WANTED

SECRETARY—good stenographer, efficient handling detail, experience covers magazine, advertising, sales work. High school graduate; refined personality. Salary \$30.00. Box 563, Printers' Ink.

Artist—A1 photo retoucher, black and white and in colors wants free lance work from advertising agency. N. Y. City. Box 566, P. I.

ART and PRODUCTION

Man with unusual creative ability. Fine hand-lettering, distinctive layouts, finished art work. Excellent knowledge of type faces, engraving methods and printing production. Box 569, Printers' Ink.

CIRCULATION MANAGER

Competent; experienced; has handled leading class, trade, and general publications. Practical knowledge of all branches. Box 558, Printers' Ink.

PROMOTION MAN

26, college graduate, married, 5 years' experience in sales and periodical offices; knowledge of copy, layout, type; sales and office management experience. Box 557, P. I.

YOUNG MAN—24—NEW YORKER

Two years' college education, sales-minded and sales-promotion-minded, a cub in copy, layout and production. Five years in letter-shop and direct-mail service work. Alert, adaptable and good on detail. Box 504, Printers' Ink.

TYPOGRAPHIC DESIGNER

With art talent desires connection with progressive agency or printer. Experienced in preparing effective layouts in the refreshing spirit of today. Specimens of printed work impressively reviewed in trade magazines. Thorough knowledge of type and its ability to talk. Box 568, P. I.

COPY and IDEA MAN

Young enough to want to get the facts and able to present them interestingly. College graduate with major work in psychology.

Five years' copy experience diversified accounts. Includes direct mail. Reasonable salary. Box 573, P. I.

ARTIST . . . knows production-type, layouts, make up, buying and supervising art. ART DIRECTOR. Box 567, Printers' Ink.

MAIL ORDER and DIRECT MAIL—analysis, plans, dramatic, pulling copy, strong human-appeal layouts; splendid experience getting coupon, agent, C.O.D. and direct sale results; New Yorker; go anywhere. Box 570, Printers' Ink.

MARKETING EXECUTIVE

Fifteen years' experience in various industries. Qualified in the work of every division from analyses to merchandising, from ideas to profits, including selling and sales training. Capable in organizing marketing procedure and creating the sales-producing activities of manufacturer or nation-wide distributor. Now with N. Y. advertising agency, wants heavier responsibilities. Box 571, P. I.

TYPOGRAPHER**Production Manager**

of more than ordinary ambition, ability and vision, desires connection with firm interested in securing the services of a craftsman trained for handling details pertaining to production of art, engraving, quality typography, electrotyping and mechanical reproduction. Estimating; buying; ability to analyze, plan and systematize. Mature, married, Christian, non-union. Box 574, Printers' Ink, New York.

For Rent

Exceptionally desirable office suite in the Cameron Building, North-east corner 34th Street and Madison Avenue.

A suite of 5 splendidly lighted offices, and large reception hall on 15th floor, 6 windows facing south and 6 windows facing west.

General office (34th Street frontage)	724	sq. ft.
(Susceptible of varying sub-divisions)	"	"
President's office (4 windows)	209	" "
Office No. 3 (Madison Ave. frontage)	132	" "
" " 4 " " " "	153	" "
" " 5 " " " "	259	" "
Reception Hall (finished in marble)	300	" "

Total, 1,777 sq. ft.

Very appropriate office arrangement for an advertising agency

Price \$5,000 per annum

Immediate Possession

Malcolm E. Smith, 185 Madison Avenue, New York

Aug. 21, 1930

Table of Contents

How Quantity Discount Evils Are Hurting Business Today	3
G. A. NICHOLS		
Mothers Laugh	10
WARREN M. STANTON		
Keep Your Eye on the Dog	17
ROY DICKINSON		
What Position for the Coupon?	25
E. T. GUNDLACH, President, Gundlach Advertising Company		
151 National Advertisers Report Net Profits for Six Months	33
Why Advertisements Go Wrong	41
AESOP GLIM		
How Should We Pay Our Salesmen?	50
C. K. WOODBRIDGE		
What Groucho Says	59
An 80-Year-Old Jewelry Company Starts a \$250,000 Campaign	69
ARTHUR H. LITTLE		
Smiting the "Wailing Willies"	78
Department Stores Are Learning How to Sell Style	88
RUTH LEIGH		
Shades of Instalment Selling!	93
Chains' Methods Uneconomic, Says Coffee Association	96
Measuring Sales Potentials	97
L. D. H. WELD, Director of Research, The H. K. McCann Company		
Selling Perfume without Foreign Atmosphere	109
CHARLES G. MULLER		
How to Dispense with Unnecessary Pictorial Backgrounds	115
W. LIVINGSTON LARNED		
How Mazda Is Working to Reduce Costs	122
Farm Paper Summary for July	135
Editorials	138
Advertise Correct Usage—Bankers in a Huddle—Sitting Around Waiting—Another Censorship?—"Let's Appoint a Committee!"		
The Little Schoolmaster's Classroom	144

"PEAK Month Of All Time"

¶ This pleasant phrase — not much used this year — was reported recently by one of our customers. ¶ Another advertiser whose business had long been trending down reports that since the fourth month after our recommendations took effect sales have been "gaining cumulatively." ¶ And a third says: "In a few weeks you have made more progress in organizing our advertising and marketing than we made in years."

Back of these results — unusual for 1930 — is this policy, long since embodied in our Written Standard Practice: "Every account shall be served by our owner-principals, so that it may be assured of experienced and fundamental guidance in all matters essential to successful advertising and marketing"



Carroll Dean Murphy, Inc.

Advertising

New York

Louisville

CHICAGO

Aug. 21, 1930



HEATING, ventilating, and plumbing advertisers during the first six months of 1930 bought more general display space in the Chicago Tribune than in all other Chicago papers combined.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, July, 1930:
830,329 Daily; 1,030,423 Sunday

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